



# Wael Kanj

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## Summary

Creative & talented Visual Designer with ample experience in design, digital media, filmmaking, social media and print design. Exceptional visual communication skills, dynamic team player with well-developed written and verbal communication abilities. Passionate and inventive creator of innovative materials, accustomed to performing in deadline-driven environments with an emphasis on working within mission requirements.

## Creative experience in:

- |  |                                       |  |
|--|---------------------------------------|--|
| <input type="checkbox"/> Visual Design | <input type="checkbox"/> Printing     | <input type="checkbox"/> Web                           |
| <input type="checkbox"/> Digital Media | <input type="checkbox"/> Social Media | <input type="checkbox"/> Marketing & Advertising       |
| <input type="checkbox"/> Film making   | <input type="checkbox"/> Photography  | <input type="checkbox"/> Branding & Corporate Identity |

## Additional core skills include:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Project Management | <input type="checkbox"/> Team Working        |
| <input type="checkbox"/> Problem Resolution | <input type="checkbox"/> Self-Learning      | <input type="checkbox"/> Work under pressure |

## Professional Experience

### **Basmeb & Zeitooneh - Beirut, Lebanon (Aug 2018–Feb 2019)** **Communication Officer**

- Developing design briefs that suit the organisation needs.
- Designing and executing printing materials such as booklets, flyers... for various projects.
- Designing and executing digital materials such as brand guidelines, e-books, newsletters for various projects.
- Update website through Content Management System "CMS".
- Planning and designing contents for different social media platforms such as Facebook, YouTube, Twitter and instagram with specific social media tools.
- Creating and designing presentations for the organisation and for donors.
- Coordinate with the printing house.
- Film making, editing and taking pictures.

### **Lebanese Red Cross- Beirut, Lebanon (Jun 2014–Jul 2018)** **Communication & Media Officer**

- Creates media content on LRC humanitarian mandate and work.
- Designing and executing printing materials such as booklets, flyers... for various projects.
- Designing and executing digital materials such as brand guidelines, e-books, newsletters for various projects.
- Develops and maintains professional relation with print, broadcast and online media, and responds to media queries/requests.
- Planning and designing contents for different social media platforms such as Facebook, YouTube, Twitter and instagram with specific social media tools.
- Creating and designing presentations for the organisation and for donors.
- Coordinate with the printing house.
- Producing multimedia communication contents, including but not limited to: website content (i.e. images, videos, project fact-sheets, beneficiary stories/interviews, project progress reports, and info-graphics); Social media content, success stories...
- Contributes to elaboration and implementation of public communication strategies and plans of actions.

**People at Night (website)- Beirut, Lebanon (Nov 2014–Oct 2015)**

**Photographer**

- Setting up photographic equipment
  - Taking pictures
  - Editing and retouching images
  - Reproducing and framing photographs
  - Promoting business
  - Researching and making contacts
  - General administration.
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**Editing Bookshop (copy center)- Beirut, Lebanon (Mar 2014–Oct 2014)**

**Graphic Designer**

- Meeting or communicating with clients to understand what they want out of a project, and helping them get those ideas out in a workable way
  - Designing and executing printing materials such as booklets, flyers...
  - Creating designs by hand, drawing or painting—or using computer software to achieve similar ends
  - Editing and retouching images
  - Prepare all production art files for manufacturing
  - Finding other creatives like photographers, writers or illustrators for a specific project
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**Touch Telecommunication - Beirut, Lebanon (Aug 2012–Jan 2014)**

**Customer Relation Management**

- Open and maintain customer accounts by recording account information
  - Resolve product or service problems by clarifying the customer's complaint, determining the cause of the problem, selecting and explaining the best solution to solve the problem, expediting correction or adjustment; following up to ensure resolution
  - Identify and assess customers' needs to achieve satisfaction
  - Follow communication procedures, guidelines and policies
  - Work with customer service manager to ensure proper customer service is being delivered
  - Prepare product or service reports by collecting and analyzing customer information
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**Education**

**Antonine University - Baabda, Lebanon - October 2011 till June 2014**

Bachelor of Communication and Graphic Design

**Ecole des Soeurs de la Charite de Besancon - Baabda, Lebanon - June 2011**

Official Diploma Degree in Sociology and Economy

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**Volunteering  
Work**

Lebanese Red Cross Youth Department (2009 - till present)

Lebanese Red Cross Communication and Media Committee (2012 - till present)

Lebanese Red Cross Disaster Management Unit Team Leader (2014 - till present)

Lebanese Red Cross Youth Department Media & Communication Coordinator (2016 - 2019)

Lebanese Red Cross Emergency Medical Services (2016 - 2018)

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**Training/  
Certificates**

- "IMPACT" Training Course for Delegates (Finnish Red Cross/Finland 2018)
- Regional Communication Workshop MENA (ICRC-IFRC/Beirut 2018)
- Crisis Communication Training of Trainers (Scotland Yard's communication - UNDP / Grand Serail of Beirut/ September 2017)
- Responsible Data Management (Oxfam-Lebanon/Sep 2017)
- Branch Disaster Response Team (IFRC-Beirut/October 2016)
- Healthy Ageing Communication (IFRC-Budapest/May 2016)
- First Responder EMT (Lebanese Red Cross)
- First Aid (Lebanese Red Cross)

*Technical Skills*

- *Adobe Illustrator*
- *Adobe Photoshop*
- *Adobe After Effect*
- *Adobe Premier*
- *Adobe Lightroom*
- *Adobe Audition*
- *Adobe InDesign*
- *Slack*
- *Content Management System (CMS)*
- *Trello (task manager)*
- *3D Max*
- *Microsoft Office Suite*
- *Buffer (Social Media Manger)*
- *DaVinci Resolve*

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*Languages*

*Fluent in spoken and written English and French, Arabic native*