

# EVITA Y KARAM

ASSOCIATE | INTEGRATED MEDIA

Phone: +971504120310

Email: [evitaykaram@gmail.com](mailto:evitaykaram@gmail.com)

Linkedin: Evita Yazbek Karam

## ABOUT ME

A storyteller, social scientist, and a people person with an enthusiastic curiosity about life.

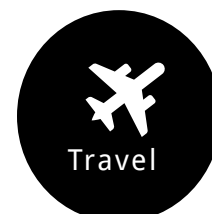
An ambitious media and communications graduate from the American University of Beirut passionate about impacting my immediate environment through lateral thinking, and an innovative humancentric approach.

Fluent in English, French and Arabic. Conversational in Spanish.

### HOBBIES & INTERESTS



Psychology



Travel



Food



Events

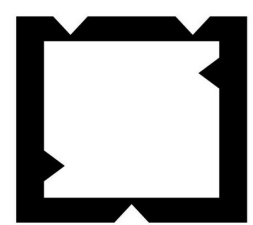


Activism



Music

## Current Experience



**Weber Shandwick**  
**Associate, Integrated Media**  
2017-Current

- Help grow and maintain client relationships as part of an integrated team; participate in client meetings
- Write, draft and edit media materials, client reports/correspondences, and digital media content in English. Provide translation work from Arabic to English
- Support the development of new business presentations, gather industry information and research to drive insight; participate in pitch meetings
- Undertake media monitoring and analysis across traditional and social media to understand industry issues that directly and indirectly affect the client. Measure and develop monthly performance reports for PR and social media work
- Actively participate in and contribute to account discussions and brainstorming with an ongoing development of new ideas, creative concepts, and various other forms of brand storytelling
- Media relations: Secure national and local media coverage; liaise with media and maintain media relations as part of an integrated team
- Provide operational and event support on client projects. Support managing medium-sized projects such as client annual report to completion
- Handle 6 clients/accounts from both public and private sector

## EDUCATION

### American University of Beirut

2013-2016

BA Media Communications

Major GPA: 3.66 GPA: 3.20

### European Union Erasmus Grant

2014-2015

Grant Awarded to 6/1700

Vilnius University

### Lycee Louis Massignon

1998-2013

French Baccalaureate

Scientific series

## EXPERIENCE

### National Catering Company Group

Digital Marketing Coordinator 10/2017

Managed digital marketing campaigns.

Managed online advertising. Handled

customer research, and competitor

data

### M&C Saatchi

Media Intern - 2015

Verified campaign appearance.

Monitored competitive brand

placements. Analyzed competitor

spends by medium

## AWARDS AND NOMINATIONS

Hakawaty Storyteller of the year 2017 & 2018

Out-of-box thinking

Ms. Positivity

## CERTIFICATIONS

Facebook Blueprint

Google Analytics

## SKILLS

SEO

Soft skills

Microsoft office

Cognitive Biases

Digital Marketing

Research & insight

Project management

Communication strategy