

Samir W. Mehanna

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Summary of Qualifications:

- Member and Team Leader at “Les Scouts du Liban” Association (SDL)
- Presentation skills: Spoke to groups of people ranging from 5 to 25 people at SDL.
- Training and formation camps: Gave training sessions concerning Team work.
- Computer proficient: MS Office, Adobe Photoshop, Illustrator, After Effects/Premiere (Basics).

Languages:

Arabic (Native language): Very Good.

English: Very Good.

French: Very Good

Education:

- **Notre Dame University - Louaize**, Master of Arts in Media Studies, 2017 - Present.
- **Notre Dame University - Louaize**, Bachelor in Business Administration: BBA Business Management, 2013 - 2017.

Worked as a Digital strategist for many on-campus events with the Computer center (Open Education Week), the Department of Management and Marketing, and with the Communication office at NDU (focus groups).

Recommendation upon request.

- **Collège Notre Dame de Louaize**, Bac II Sociology & Economics, 2013.

Experience:

- **Media office manager**, Member of Parliament, January 2018 - Present.

- Marketing coordinator.
- Digital and Online strategy.
- Content creation.
- Copywriting (Formal Arabic and English).
- Press releases.

Recommendation upon request.

- **Digital Marketing consultant**, ProperWords, Hamra, Beirut, Lebanon, June 2018 - February 2019.

Recommendation upon request.

- **Founder and Managing Partner**, LebaneseBloc.com, July 2018 - Present.

Recommendation upon request.

- **Digital Marketing consultant**, OER Lebanon (Open Education Week), May 2017 - Present.

Recommendation upon request.

- **Freelance Social Media and Online Marketing consultant**, July 2014 - Present.
- **Account Executive**, Greynab, Kaslik, Kesserwan, Lebanon, July 2017 - April 2018.
 - Content Creation.
 - Client servicing.
 - Social Media Analyst and Strategist.
 - Customer relations.
 - Editorial Plans development.
 - Copyrighting / Editing.
- **Clients:**
 - Middle East Airlines - Air Liban.
 - Cedar Executive.
 - Banque du Liban.
 - Vervie Cosmetics.
 - SAX Club - Abu Dhabi.
 - GDC Hospital - Abu Dhabi.
 - New York University - Abu Dhabi.
 - Bison Energy Drink.
 - Burj on Bay Hotel.
 - Al Imad Restaurant.
- **S.Mhanna**, Marketing & Advertising, Kfardebian, Kesserwan, Lebanon, November 2013- August 2017.
 - Establishing Long/Short Term Marketing plans.
 - Managing social media platforms and website.
- **Allianz SNA**, Financial Consultant, Jounieh, Kesserwan, Lebanon, August 2016 - December 2016.
 - Attended a 3 weeks Training program at Allianz SNA - Hazmieh, Lebanon, about Communication and Sales.

- **The Little White Box Entertainment**, Marketing Director, **Sheile**, Kesserwan, Lebanon, May 2016 - February 2017.

Recommendation upon request.

- **Prevention Medical clinic**, Marketing Manager and Social Media specialist Achkout, Kesserwan, Lebanon, June 2015- September 2015.
- **The Little White Box Entertainment**, Customer Service and Host, **Sheile**, Lebanon, May 2014- June 2016.
 - Instructed users about the photo booth's use.
 - Obtained customers feedback.
- **Skiing instructor**, Mzaar Kfardebian Ski Resort, Winter 2012 - Present.