

Hiam Mardini

An enthusiastic marketing specialist with extensive experience in the fields /of communication, social media and clients' management.

Personal Details

Beirut, Lebanon
hiam.mardini@hotmail.com
+961 76 854 168

BA in Marketing - 2009
Hariri Canadian University



Highlights

- *Successfully managed substantial local and international grants and sub-grants.*
- *Effectively developed, implemented and maintained capacity building across local and overseas NGOs and alliances.*
- *Efficiently designed and utilized successful communication and social media designs and strategies producing high ROI.*
- *Proficiently created and conducted public contents and events locally and internationally. Productively maintained customer relationships and account management responsibilities.*
- *Alumni of the International Visitor Leadership Program (IVLP) - U.S. Department of State's premier professional exchange program.*

Employment History

Regional - Communication and Visibility Officer

*EuroMed Feminist Initiative,
Lebanon October 2018 – Present*

Responsible to develop, to implement and to monitor the communication and visibility strategy of MADAD project in Lebanon, Jordan, Iraq and Kurdistan Region.

- Contribute to promoting EFI's goals and vision, particularly through MADAD's objectives.
- Coordinate with partners and liaise with the EU Madad C&V officer, to ensure that commonly agreed messages are developed in compliance with EU guidelines and the project Communication and Visibility Plan.
- Coordinate with consortium partners and liaise with counterparts particularly with European Union.
- Ensures proper implementation and monitoring of MADAD project communication and visibility.
- Act as a focal point and coordinates communication between EFI and members of consortium.
- Quickly understands and analyses complex challenges within the region and comes up with sound and rational communication plan and strategy between EFI and members of

consortium.

- In collaboration with Programme Team, translates the frame work through proper communication and visibility events, outreach activities, training and props
- Builds relationships with media organizations within the region.
- Elaborates and updates contents for EFI website and social media; works with Programme Team ahead of events and meetings to devise key messages and integrate social media into the activities; monitors public opinion, views and news related to MADAD; takes into account socio cultural context for publication materials; provides regular briefing and feedback to Programme Team.
- Supports the development and organization of events and meetings aimed at raising EFI's profile, engaging new audiences in its work and strengthening its support base; ensures there is a coverage of every workshop, advocacy activity, meetings with stakeholders such as community hosts, local authorities and ministries, social workers and consortium members.
- Develops and implements documentation or presentation of EFI's work.
- Follows up and monitors the MADAD budget specifically for communication and visibility lines.

Communication Coordinator

Relief International, Lebanon

September 2015 – October 2018

Responsible for ensuring effective and efficient implementation of the communications objective under the Cash and Communication for Protection Program.

Responsibilities:

- Liaison and coordinate with local partner organizations community mobilization of refugees, while ensuring high quality of all aspects of the communication component.
- Monitor and evaluate the communication component and follow up on day-to-day proposal implementation.
- Assess partners' management capacities and design and implement customized training programs.
- Work closely with partner organizations and develop, implement, maintain, evaluate, monitor, and redesign the communication strategy of programmatic objectives, Sub-Agreement requirements, and program design.
- Ensure all partners' local NGOs proposals and implementation are in alignment with program objectives.
- Establish close working relationships with local and international, host government agencies and U.N. agencies.
- Ensure consistent and regular coordination with UNHCR Mass information focal point.
- Work closely with BBC Media Action on every aspect of the implementation of the media trainings for the partners
- Manage partners' budgets and spend downs.
- Develop monthly and quarterly internal and donors' reports that capture relevant information and support the analysis and evaluation of program progress.

Communication and Social Media Manager

*The Arab ICT Organization – IJMA3, Lebanon
September 2013 – September 2016*

In charge of promoting the organization's mission, programs, and initiatives both locally and internationally. Worked closely with program teams to shape the organization and programs image and values, as well as the appropriate methods to communicate them to the public.

Responsibilities:

- Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all IJMA3 & IJMA3's portals and channels and Implement and manage social media programs.
- Research, write, edit and proofread a broad range of print, press-releases, audio-visual, interactive, web-based outreach and other support materials regarding the use of information and communication technologies.
- Collaborate on the writing, design, formatting and production of print, audio-visual, presentation and web-based products for IJMA3 and other partners when applicable.
- Strategize with and educate IJMA3 team and others across the organization on incorporating relevant social media techniques into the corporate culture and into all of the IJMA3 development projects.
- Participate to the proposal development efforts through creating innovative social media components to all IJMA3 responses.
- Deliver Social Media presentations and training sessions in various countries, plan and implement webinars and events.
- Raise awareness and promote the advocacy service including raising awareness of the internet freedom violations in the world, and particularly in the MENA region.
- Build relations and maintain contact with statutory service providers and any other relevant agencies.

Senior Marketing Communications Specialist

*Brokers XP, Lebanon August 2011 –
September 2013*

Responsible for planning, implementing and monitoring social media and communication strategy to increase brand awareness, improve marketing efforts, and increase sales and ROI.

Responsibilities:

- Develop and implement marketing strategies to increase brand visibility on- and off-line.
- Lead the integration of sales and marketing to establish best practices that improved customer relationship and satisfaction while attracting new clients.
- Launch customer satisfaction surveys using CRM principles to attract new clients and foster customer loyalty.
- Improve customer experience through website re-design and by managing social media platforms to establish effective response times and convert leads to sales.
- Monitor Brokers XP e-marketing campaigns - Google ads ,SEO and social media activities.
- Manage and monitor company's marketing budget and other financial reports.
- Manage and maintain positive relationships with media partners.
- Support the overall marketing objectives both externally and internally while originating and planning campaigns in conjunction with the marketing manager.
- Develop promotional opportunities and ideas from conception through to delivery including supplier shortlisting
- Develop progress reports on campaigns to ensure effective departmental communications

- Follow up and play major role in all system integration with external marketing channels, and arrange and supply the company with all marketing materials
- Play an effective and influencing role in setting the short term and long term marketing plan

Key Account Manager

*Etisalat - Emirates Data Clearing House – UAE
November 2008 – August 2011*

Develop strong relationships with Telecom customers, connecting with key business executives and stakeholders, identifying new business opportunities among existing customers.

References and recommendations available upon request



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