

Personal Information:

Name: Yara Nemer
D.O.B: 14/09/1992
Sex: Female
Marital Status: Married
Current Address: Ain El Remmaneh - Lebanon
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Educational Background:

- **2011-2014:** BA Degree in Journalism at Lebanese University.
- **2009-2010:** Socio-economic degree at Antonine Sisters School, Ghazir.

Professional Experience:

- **November 2014 – Current: Media Relations Manager at RPR – Jdeideh:**
 - 1- Tasks:**
 - Manage communications between RPR, its clients, and various media outlets.
 - Oversee high-level communication between the organization and its media resources.
 - Ensure the company protects and promotes its image in its proper, coordinated, and consisted manner.
 - Write and edit press releases in English and Arabic.
 - Manage the flow of news about the organization to the media.
 - Gather and disseminate timely information to press and staff.
 - Act as a media spokesperson on behalf of the company and address questions and complaints.
 - Plan and oversee press events.
 - Detect public relation issues as they emerge and address them directly.
 - Monitor and prepare weekly and monthly reports.
 - Develop the core media database for each client.
 - Event management (conferences, media roundtable, etc...)
 - Sell stories to local media outlets.
 - On-site support for client's activities in exhibitions and conferences in the region.
 - Analytical and media interviews briefings for clients and journalists.
 - Manage work associates and vendors.
 - Cultivate and enhance collaborative working relationships within the press and publicity community.
 - 2- Clients:**
 - **L'Oreal Professional and L'Oreal Foundation:** Urban Decay, Kiehl's, La Roche Posay, Vichy, For Women in Science, I Took the Cut, Beauty for a Better Life

Highlight: We managed to book more than 60 interviews for For Women in Science in 2018 – the coverage report in total included more than 120 hits from different media portals (TV, radios, magazines, dailies, web and social media).

- **McDonald's:**

Highlight: We managed to get more than 70 social media influencers and bloggers in Lebanon to talk about the Big Mac Coin for free. It went viral that people from all over Lebanon were calling and asking where they can get theirs from.

- **Virgin Megastore:**

Highlight: For their Verdun branch opening, more than 50 influencers attended the event, posted stories about it, and helped promote the newly opened branch for free.

- **Ministry of Public Health:**

Highlight: we managed to get more than 10 interviews between TVs and Radios to talk about the Diabetes campaign. The coverage included more than 80 hits in total.

- **Promedz**

- **STARZPLAY**

- **USAID**

- **Waterfront City**

- **Diageo**

- **OLX**

- **Pasante**

- **Ain Wazein Medical Village**

- **BBAC**

- **Aigle Azur**

- **Clipp**

- **Nike**

- **Converse**

- **Emperor London**

- **Carolina Herrera**

- **La Mode A Beyrouth**

- **PepsiCo**

- **Reviva**

- **Shake Shack**

- **O Monot**

- ***September 2014- November 2014:* Digital Marketing Associate at Mena strategies-Sen El Fil**

- ***November 2012- April 2014:* Private Tutor for students of Grades KG2- Grade 3- and Grade 6**

- ***May 2013- August 2015:* Freelance journalist for Al-Balad newspaper and Layalina magazine:**

- Writing English articles for Al-Balad Newspaper

- Covering events such as Arab Idol and Murex d'Or
 - Interviewing celebrities on the red carpet
 - Working as social media executive in Arab Idol: Writing and downloading interviews on Layalina website, twitter, and Facebook.
- ***September 2013- November 2013: Beauty editor at Nawa3em.com***
 - ***June 2011-October 2011: Sales and Telemarketing at Cuisine Santé International-Zouk***
 - ***November 2011-November 2012: Private Tutor of English and Arabic at ASP Center- Ghazir.***

Languages:

	Spoken	Written	Read
<i>English</i>	Fluent	Fluent	Fluent
<i>French</i>	Good	Good	Good
<i>Arabic</i>	Fluent	Fluent	Fluent

Computer Knowledge:

Word, Excel, Access, PowerPoint, Adobe Photoshop, Navigating the web.

Hobbies:

Basketball, Swimming, Reading, and Dancing

References:

References will be provided upon request.