

YARA BOULOS

Digital Marketing & Advertising
(Art Direction & Copywriting)

Contact

+ 961 3 322 529
boulos.yara@gmail.com
Lebanon - Jounieh
Haret Sakher

Education

MA in Advertising & Copywriting
Holy Spirit University of Kaslik
(USEK – 2012 Graduate)

Languages

Fluent in spoken, read & written
Arabic (native), French & English
Good in spoken, read and written
Italian (beginners' stage)

Experience

Social Media Executive & Copywriter

HUmanagement
(October 2018 / May 2019)

- Generating social media campaign ideas and concepts
 - Re-branding, advertising campaigns and marketing messages
 - Copywriting
 - Brand development strategy & social media growth / strategy
 - Social media coordination & marketing
 - Community Management
 - Photography & Editing
 - Analytical process (analysing trends and new data)
 - *Art direction*: producing sketches, storyboards, roughs and visualizing new concepts
- Understanding marketing initiatives, strategic positioning and target audience
- *Graphic Design*: layouts designs and graphics for interactive pages

Digital Marketing Executive & Art Director (Project Based)

Societe Cordon Bleu - French Culinary Institution
(August 2017 / November 2017)

- Brand image consultant & project planning, design to execution
 - Re-branding, advertising campaigns and marketing messages
 - Creation of visual concepts and fresh approaches to advertising (ATL, BTL, ambient, concept to execution) within deadlines and budget
 - Brand development strategy & social media growth / analysis
 - Social media coordination & marketing
 - Strategic consulting including business plan & sales strategy development
 - Analytical process (analysing trends and new data)
 - *Art direction*: producing sketches, storyboards, roughs and visualizing new concepts
- Presenting completed ideas to clients / team members
Staying on top of all trends and maintaining best practices
Understanding marketing initiatives, strategic positioning and target audience

Skills

Public Relations
& communication skills

Achievements & detail oriented

Proficient use of Photoshop,
Illustrator & InDesign
& Microsoft Office Suite

Demonstrable graphic design skills:
Hands on experience with logo
design, typography, color,
print production, image selection
& package design

Team player with strong
communication & presentation skills

Devoted to creating solutions
& promoting positive
working relationships

- *Graphic Design*: layouts designs and graphics for interactive pages
Manage all artwork for Societe Cordon Bleu and its sister company
Burj On Bay Hotel

Design and execution of collateral material, including brochures, fact sheets,
business cards, bank papers, catalogues and wedding cards, etc ...

- *Marketing Executive*: identifying short-term and long-range issues,
that must be addressed

Developing marketing plans and programs for each product

Providing promotional support.

Consulting with internal and external sources

Business Development Manager & Public Relations

Ideal Protein Lebanon - Product of Canada
(September 2015 / July 2017)

- Brand development strategy & social media growth / analysis
- Strategic Consulting including business plan & sales strategy development
- Advising new businesses on formation of corporation
- Evaluating the resources of the business and identifying growth opportunities
- Establishing & implementing an integrated strategic planning process for business development
- Brand Image Consultant & Project planning, design and execution
- Social Media Coordinator & Marketing (strategies planning, development of full content and daily monitoring)
- Prospecting new developers & businesses interested in establishing a presence at Ideal Protein (as a Canadian Franchisee in Lebanon)
- Creation of conceptual ideas to be implemented in the social media (blogs, apps, contests...) and link them them to offline actions
- Yearly budgeting

Editor & English Copywriter

Mediapack B2B, Indevco Group (February 2015 / April 2015)

- English news content / copywriter (temporary replacement for maternity leave)

Arabic News Reporter

Elhashra.com (September 2014 / November 2014)

- Arabic news content / online reporter

Information Officer

UNHCR (November 2014 / December 2014)

- Information Officer at ACTED - REACH

Multi - Tasking Freelancer

(July 2009 / Currently)

- Flyers design - *The CLIFF Camp*
- Branding and corporate identity - *Experts Health & Beauty*
Thesis elaboration & copywriting - *University students (USEK & NDU)*
Art direction - *Paul Nasr Wedding Planning*
- Uplifting logo & business cards design - *Municipality of Dekwaneh*
- Logo Design, branding identity & flyer designs - *Youth of Mary*
- Branding and corporate identity management - *SKYFALL Cigar Lounge*
- Magazine spreads design & flyers design - *IMPACT Electronics*
- Menu Designs - *MIKANA Catering*

