

PETRA TAWK

Zouk Mosbeh, Lebanon
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PROFESSIONAL SUMMARY

Experienced in communication with strong leadership and relationship-building skills. Never afraid of venturing into new fields.

WORK HISTORY

2013 to Current

Digital Media Manager

CET Group s.a.l. (Holding) – Beirut (Lebanon)

- Develop customized digital marketing strategies integrated with CET general business & marketing plan across social media channels, drip e-mail marketing, SEO/SEM and online advertising.
- Manage relationships with external agencies and vendors partners for the effective execution of approved strategies within budgets and deadlines.
- Develop strategic plans, provide leadership and support to team members, and handle day to day operation of the business.
- Manage and provide guidelines and feedback to the content and developers team to assure quality and on-time deliverable tasks as well as brand websites to optimize user experience and high traffic.

2006 to 2012

Senior Content Manager

Alsumaria Iraqi TV – Beirut (Lebanon)

- Created and implemented strategic planning for Alsumaria TV digital presence and content development making the TV portal a premium news source in Iraq with over 200K visits a day.
- Partnered with internal and external content creators, editors, designers, developers, and managed seven team members to ensure sites meet both internal and MBUs needs.
- Evaluated emerging technologies as well as global and regional consumer trends to provide thought leadership and perspective for adoption where appropriate.
- Monitored and grew digital communities on major social media networks to over 3 Million followers on each platform.
- Maintained knowledge of current online media trends and technologies which made Alsumaria (www.alsumaria.tv) an online trend leader in the Iraqi market.

2004 to 2006

English Teacher

Dbayeh Public School – Dbayeh (Lebanon)

- Prepared and implemented English language lesson plans covering required course topics for seventh and eighth graders.
- Administered assessments and standardized tests to evaluate student progress.

2004 to 2006

Translator

Screens International / SDI Media

- Subtitled movies and scientific documentaries from English to Arabic on very tight deadlines.

- 04/2005 to 07/2005 **Field Interpreter**
European Union Elections Commission
- Interpreter with the European Union and United Nations field observers during the parliamentary elections of summer 2005.
- 2004 to 2005 **Senior Archive Officer**
Gibran National Committee – Bsharry (Lebanon)
- Archived and computerized around two thousand books at Gibran Khalil Gibran National Library.
 - Analyzed National Library documents for appropriate distribution and filing.

EDUCATION

- June 2017 **Digital Rights Certificate**
You Tube - Creator Academy
- October 2015 **Audience Growth Certificate**
You Tube - Creator Academy
- March 2015 **Digital Marketing for Professionals**
WSI - internet consulting
- 2004 **BA : Languages and Translation**
Lebanese University - Faculty of Languages and Translation (CLT)