

MAGGIE EL EID

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OBJECTIVE

To utilize my passion to marketing and my experience in communication for the benefit of an organization in which my knowledge and skillset can be broadened and advanced.



EDUCATION

BA in Marketing & Advertising | Notre Dame University – Louaize, Lebanon

SEPTEMBER 2010 – FEBRUARY 2014

Core & Major GPA: 3.92/4 (cumulative G.P.A: 3.85/4) ♣️ Dean's list (years 2010, 2011, 2012, 2013 and 2014) ♣️ International Advertising Association (IAA) Diploma ♣️ Relevant Courses Completed: Promotional Strategies, Marketing Strategies, Consumer Behavior, Design, Media Planning, TV Production, Public Relations and Research.

Lebanese Baccalaureate, General Science | Le Lycee National, Lebanon

2009 – 2010



EXPERIENCE

PR Senior Account Executive | H+K Strategies Levant

NOVEMBER 2018 – PRESENT

Main Tasks: Handling local and regional accounts: Umniah Telecom (Jordan), Bank Al- Etihad (Jordan) HMD Nokia (Levant), Janssen, Adidas, MITEF Pan Arab Region, ABC, touch, RGH, NIKE, Roadster diner, CME, Royal Financials, Ajjalouna, Kamkalima, Al-Markazia (Jordan) and Leap Ventures, ♣️ Developing communication strategies ♣️ Conducting brand audit reports (competitive analysis, SWOT analysis, stakeholder analysis, media audit, media monitoring reports, etc.) ♣️ Influencers Management ♣️ Event Planning ♣️ Media Relations ♣️ PR led creative work such as brochures, outdoor campaigns, invitations, etc. ♣️ Assisting in conducting key messaging workshops, storytelling workshops and media trainings.

PR Senior Account Executive | J. Walter Thompson Levant (JWT)

APRIL 2018 – NOVEMBER 2018

PR Account Executive | J. Walter Thompson Levant (JWT)

NOVEMBER 2014 – MARCH 2018



SKILLS

- Detailed Oriented
- Organized
- Courageous
- Collaborative



ACTIVITIES

Elected as a member of Student Union for the year 2011 (Secretary) ♣ Volunteered at the American Corner in Lebanon located in Baakline National Library ♣ Volunteered at the annual Beiteddine Festivals technical team for the years 2006, 2007, 2008, 2009 and 2010.