

Joëlle Adem

37 years

+ 961.76.901261 • Baabda – Lebanon • joelle.adem@gmail.com

EDUCATION

- September 2010: **Masters Degree in Arts and Culture - Management of Cultural Events**
Master Professionnel en "Lettres, Arts et Culture", University of Nancy 2 – France
Thesis subject: The audience of artistic and cultural events
 - July 2005 : **Degree in higher studies in Advertising (D.E.S), Major: Art Director**
Académie Libanaise des Beaux-Arts, ALBA - Beirut – Lebanon
 - June 2000 : **Baccalaureate, scientific section**
Collège des filles de la Charité – Ashrafieh – Lebanon
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PROFESSIONAL EXPERIENCE

- July 2014 – Present: **Communication Manager – EDUVATION School Network**
In charge of designing the Annual Communication Plan, covering internal and external communication initiatives and social media calendar:
 - Launching campaign for in-house produced eBooks
 - Probing and Content preparation for TV documentary
 - Launching CSR program
 - Organizing cultural collaborative event
 - Communication planning for integration of ZEI to the Network
 - Chair Person for the Publications Committee (Newsletter and Web-based Yearbook)
 - Member of the EDUVATION Strategy Committee
- January 2013 – July 2014: **Head of Communication Dept. – EDUVATION School Network**
In charge of the implementation of the Communication Plan preset by a consultancy firm:
 - Launching of a new Mother Brand for the Network, project included a Media Event, Rebranding Campaign, Staff briefing and Rebranding of all printings
 - Organizing and Branding a national symposium "E-ducation Beyond Digital Trends"
- Feb. 2011 – Mar. 2012: **Freelancer, member of La Maison des Artistes, Paris**
Performed on different missions at the National Drama Center of Nancy and André Malraux Cultural Center of Nancy
- May 2006 – Sept. 2009: **Art Director – L&R Communications**
In charge of ASEZA campaigns (Aqaba Special Economic Zone) and AQABA tourism campaign
Worked on campaigns for Credit Libanais Bank – Vivacell (Telecom provider in Armenia)...
- July 2005 – May 2006: **Junior Art Director – Rouge inc.**

Worked on campaigns for Bank of Beirut – SNA insurance – Salmontini – Le Royal Hotels
Developed brand identity for Basil Fuleihan Foundation

- August 2003: **Trainer – Maaser El Chouf Photography Festival**
- March 2003 – May 2003: **Graphic Designer – Teen World Magazine**
- Dec. 2002 – Feb. 2003: **Assistant wedding planner – Weddings R Us**

Workshops:

- May 2016: Building Social Media Strategy – Formatech – Social4ce
- May 2015: Advancing Interpersonal Communication – PWC Academy
Mr. Bart Burghraef
- November 2014: Strategy Planning – AdventEdge Consultancy – Mrs. Adessa Kathy Tawk
- October 2014: Communication – One on One Training – Mrs. Cecilia Moudabber

Internships:

- March 2010: National Drama Center of Nancy - Lorraine, La Manufacture Theater
- July 2002: Bates Levant, Advertising agency
- Sept. 2001: MEAP, Middle East Agrifood Publishers

Other Experiences:

- **“Lebanon web award 2009”** for the design of Logsquare website – www.logsq.com
- July 2006 – June 2009: **Freelancer as Event Coordinator**
Elaborating concepts for weddings and handling corporate events
- **Design freelance jobs:** World Bank, Gift-Mena (Governance Institutes Forum for Training) – AJPIIM (Arab Journal of Public Integrity and Management) – Logsquare Logistics, Dubai
- Winner in 2003 and 2004 of the **“Best Cal-C-Vita Window Shop”** - Contest for pharmacies

COMPUTER KNOWLEDGE

Adobe Photoshop, Adobe Illustrator, Office (Word Certification)

LANGUAGES

Arabic – French – English: fluently spoken and very well written

PERSONAL INTERESTS

Traveling, Hiking, Interior design, Zero Waste