



# Olfat SALKA

## Professional Summary

Dedicated communications leader with 11 years of distinguished understanding in both, the traditional and digital marketing fields, capable of setting budgets, managing operations and directing teams. Forward-thinking and detail-oriented with good presentation, solution-oriented management and planning abilities.

## Work History

### Publicis Levant - Communication Director

Beirut, Lebanon 07/2018 - Current

- Coached communications team in media, PR, Digital and efficient strategy development for effective campaign results.
- Collaborated with communication and creative teams to plan and drive development of successfully integrated digital and traditional media advertising campaigns.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.

### Its. Communications - Account Director

Beirut, Lebanon 06/2015 - 06/2018

- Handled 360 communication for clients; initiated briefs and took through communication campaigns from ideation to execution including the project Creative, Strategy, PR, Media and Digital plans.
- Met with clients to discuss advertising options and future growth goals and directed client projects with an eye for quality and customer needs.
- Handled planning, communication and event management of nationwide events.
- Main clients included: Beirut Cultural Festivals, Beirut Municipality, Beit Misk, Zardman, Al Dar Development, Taanayel Les Fermes, Bonjus, Grand Cinemas, Regie, Mozart Chahine, Hadi Maktabi, Mercury Club, Fenicia Bank, Al Mawarid Bank, Hazmieh Municipality, Dar El Ajaza, LG, Kempinski, Makhzoumi Foundation, Bjorg, Royal Canin, Zwan, Plus Properties, PM Tammam Salam, Yokohama.

### Interesting Times - Engagement Manager

Beirut, Lebanon 06/2013 - 06/2015

- Acted as client liaison and company representative, managed and oversaw communication campaigns, creative and strategic pitches and digital processes, and delegated tasks effectively and appropriately to relevant teams and departments.
- Main clients included: Red Bull Middle East and Africa.
- Pitches included clients such as: Microsoft, Kooora, Tefal, Xbox and L'Oreal (Garnier, Elvive, Essie).

### Leo Burnett - Account Manager

Beirut, Lebanon 06/2012 - 06/2013

- Worked on the communication and digital strategy for Philip Morris, in addition to the ongoing events, activations and BTL material.
- Brainstormed with design teams, gained experience in design best practice and consulted clients on how to best rebrand and revamp their brand or personal image through traditional and digital media.

### Cleartag - Account Manager

Beirut, Lebanon 01/2009 - 06/2012

- Worked on creating websites, software, mobile apps and full digital campaigns for clients from different fields in coordination with designers, developers and social media experts.
- Managed apps that won the Webby's awards: Drive for Change (Environmental research truck), Beirut Terraces (Real Estate app).
- Main clients included: ABC, Abdali, Addmind, Benchmark, Citibank, ESA, Gandour, Hyundai, Joseph Eid, Ksara, Magrabi, MTN, Prime Ministry, RYMCO, Nikki Beach, Addmind, Hariri Foundation, Future Movement.

## Accomplishments

- 2008 Leo Burnett - Communications Department (3 months)
- 2008 Temenos - Administrator for Audi Workshop (2 months)
- 2007 Mövenpick Hotel & Resort Beirut - Sales & Marketing Department (2 months)
- 2007 Impact BBDO - Client Servicing Department (1 month)

olfatsalka@hotmail.com

+9613036003

Beirut, Lebanon

## Personal Information

Date of Birth 1st August 1987

## Education

2008

### American University Of Beirut

BBA: Business Administration

Marketing Emphasis (Services Marketing, Consumer Behavior, Marketing Communication, Marketing Research, PR), GPA: 3.2/4.0

2006

### Lebanese American University

Bachelors: Business Marketing, Management, Marketing, Microeconomics, Psychology

GPA: 3.8/4.0

2005

### International College

High School Diploma

Economics & Sociology

## Skills

- Brand development and management
- Strategy Development
- Integrated campaign planning
- Determining budgets
- Team supervision
- Exceptional attention to detail
- Strong time management
- Revenue generation strategies
- Solid experience in Media, PR, Events Management and Digital

## Interests

- Volunteering: Indyact, Ajjalouna, Nasma Organization, International College Alumni Association, Azem Saada
- Sports: Biking, Swimming, Volleyball (Lebanese Championship 99-06)
- Photography (Amateur)

## Languages

Arabic (Native), English (Fluent), French (Practical)