

# TAMARA BOULOS

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I am an enthusiastic, self-motivated, reliable, responsible and hard working person. I am a mature team worker and adaptable to all challenging situations. I am able to work well both in a team environment as well as using own initiative, and also able to work well under pressure and adhere to strict deadlines.

## EXPERIENCE

### NOVEMBER 2018 – PRESENT

#### **GROUP COPYWRITER – MARKETING & COMMUNICATION OFFICER, BOECKER PUBLIC HEALTH**

- Collaborating with team members, on a group level, to develop a variety of high-engaging content marketing materials
- Interpreting creative direction and adapting points from creative briefs into persuasive copy concepts
- Developing pure technical content in English, French & Arabic based on gathered information & conducted researches
- Translating copies from/to English, French & Arabic
- Conceptualizing advertising campaigns
- Proof-reading all materials for all Boecker branches (Lebanon, UAE, KSA, Kuwait, Qatar, Jordan, Nigeria & Senegal)
- Providing writing trainings for all employees
- Planning & managing exhibitions or conferences for all Boecker branches
- Managing the marketing activity on a group level
- Tracking all marketing plans for all branches
- Communicating with designers & transmitting all branches' requests
- Assisting all marketing officers in all branches in their day to day activity

### MAY 2018 – NOVEMBER 2018

#### **SENIOR MARKETING OFFICER, BLUEBERRY CAPITAL INC. F&B HOLDING COMPANY**

- Planning, developing & delivering marketing campaigns within timescales
- Managing the brand's communication mix and handling the ATL/BTL activities
- Creating campaigns and working with the company's external PR & advertising agencies to see them executed
- Preparing, planning and project managing the publication of all publicity material to maximize brand promotion
- Making key decisions regarding product distribution, budgeting, branding, and sales

### AUGUST 2017 – MAY 2018

#### **COPYWRITER & COMMUNICATIONS MANAGER, SPIRIT ADVERTISING**

- Supervising & proof-reading the agency's digital content
- Coming up with creative taglines, storyboards for different marketing campaigns

- Writing press releases, blog articles
- Executing market studies & Identifying competitors
- Developing, monitoring & executing digital strategies for different clients in different industries, for instance: Le Royal Hotels, FNB, Al Mandaloun Group, Lancaster Hotel, and many others
- Managing the brand's communication mix and handling the ATL/BTL activities
- Reporting & Identifying ROI

**JAN 2017 – AUGUST 2017**

**CREATIVE PLANNER & DIGITAL MARKETEER**, LINK MARKETING & ADVERTISING

**JAN 2016 – JAN 2017**

**EDITOR IN CHIEF**, OUMMALLAH WEBSITE

**SEP 2015 – SEP 2016**

**FREELANCE COPYWRITER & COMMUNICATION SPECIALIST**, NGOS & PRIVATE COMPANIES

- Writing press releases, blog articles, storyboards
- Executing monthly calendars for different social media platforms (Facebook, Instagram, Twitter & LinkedIn)
- Client servicing & quality assurance

**SEP 2014 – SEP 2015**

**ARABIC & CIVIC ENGAGEMENT TEACHER**, COLLEGE DE LA SAINTE FAMILLE FRANÇAISE JOUNIEH

- Arabic & Civic Engagement teacher for grade 5, 7, 8 & 9.

## EDUCATION

**MAY 2016**

**BACHELOR IN JOURNALISM & COMMUNICATION**, THE HOLY SPIRIT UNIVERSITY OF KASLIK

**APRIL 2013**

**FRENCH BACCALAUREATE IN LITERATURE & HUMANITIES**, COLLEGE DE LA SAINTE FAMILLE FRANÇAISE JOUNIEH

## TRAININGS & CERTIFICATES

**JANUARY 2018**

**DIGITAL MARKETING MASTERCLASS 2018**, PHIL EBINER SCHOOL (UDEMY.COM)

Certificate of completion

**DECEMBER 2017**

**OFFLINE MARKETING STRATEGIES**, JOBS UNIVERSITY (E-LEARNING)

Certificate of completion

**DECEMBER 2017**

**MARKETING FUNDAMENTALS, JOBS UNIVERSITY (E-LEARNING)**

Certificate of completion

**FEBRUARY 2017**

**PRODUCT DEVELOPMENT & SOCIAL MEDIA MARKETING WORKSHOP, ARABNET**

Training

## INTERNSHIPS

**FEB 2016 – MAR 2016**

**SOCIAL MEDIA SPECIALIST & PR OFFICER, MURR TV**

**SEP 2015 - NOV 2015**

**EDITOR, RADIO LIBAN LIBRE**

**DEC 2014 - JAN 2015**

**CONTENT PRODUCER, AL JOUMHOURIA NEWSPAPER**

## CANDIDACY

**SEP 2013 - PRESENT**

**GENERAL SECRETARY, ACTE DE MARIE**

Social Services.

**NOV 2011 – MAY 2012**

**CANDIDATE, LAU-MUN MODEL UNITED NATIONS**

Students Program.

## SKILLS

- Full professional proficiency in English, Arabic & French.
- Beginner proficiency in Italian.
- Professional knowledge in computer literacy: Word, Excel, Power Point, Outlook, Adobe Photoshop, Sony Vegas Movie Studio.
- Offline Marketing & Online Marketing
- Strategic Planning
- Verbal & Written Communication
- Copywriting
- Events Planning
- Public Relation