

# Sandy Matar

## Advertising and Marketing Executive

Experienced Advertising Executive with a demonstrated history of helping companies grow their business. Multilingual professional with a Master's degree in Corporate Communications from the Lebanese University with skills in Copywriting, PR, SEO and expertise in Adobe, Microsoft Office and Media Monitoring Programs. Proficient in digital marketing, online media and campaign management.

### Work Experience

- Feb. 2019  
- Present
- Communication and PR Copywriter, Marketing Department**  
**BLC Bank, Headquarters, Adliyah, Lebanon**
- Writing reports, bank brochures, press releases and articles, e.g.  
<https://we-initiative.com/MediaDetails/388-international-women's-day>  
<https://we-initiative.com/MediaDetails/379-happy-girls-%26-women-in-stem-day!>
  - Developing marketing strategies and handling several kinds of social campaigns (women empowerment, autism...)
  - Media planning and budgeting by working closely with the press media to book the accurate ads
- Jan. 2016  
- Jan. 2019
- Advertising Executive, Copywriter and Social Media Coordinator**  
**I.D Branding & Advertising, Zalka, Lebanon**
- Creating and launching advertising and marketing strategies as per the latest trends for promotion of services and products around the country
  - Managing budgets of up to \$30,000 for events with up to 500 attendees and multiple vendors
  - Effectively monitoring online trends by utilizing appropriate applications and channels to ensure successful social media campaigns
- Oct. 2017  
Sept. 2018
- Copywriter for press releases, articles and websites**  
**The Olive Branch, USA**  
**Aimee Blog, Lebanon**  
**Makeen Advisors, Dubai, UAE**
- Aug. 2016  
- Sept. 2016
- Finance and Marketing Intern**  
**Banque Du Liban, Hamra, Lebanon**
- Implemented innovative growth strategies for startups through sessions taken at the accelerator UK Lebanon Tech Hub
  - Accomplished additional banking, finance and accounting courses in ESA (Ecole Supérieure des Affaires)
- Sept. 2015  
- Oct. 2015
- Media Executive Intern**  
**Quantum Group, Achrafieh, Lebanon**
- Developed effective advertising content for targeted audiences including media planning and monitoring campaigns
  - Utilized financial data and analytics in strategic decision making to meet clients' ROI and budget requirements
- Aug. 2015  
- Sept. 2015
- PR & Advertising Intern**  
**Big Idea Branding & Advertising, Mkalles, Lebanon**
- Wrote, proofread and edited catalog copies, newsletters and sales flyers to ensure compliance with corporate standards
  - Encouraged clients to use environmentally friendly material for packaging of products and came up with unique ideas for covering them
- Jun. 2013  
- Sept. 2013
- Marketing Assistant - Cultural Affairs Department**  
**AUST, Achrafieh, Lebanon**
- Directed client marketing operations and programs to ensure bottom-line success

### Education

- 2017
- Masters in Corporate Communications**  
**Lebanese University, Faculty of Information, Lebanon**
- Ranked 1st among 45 students
  - Received a Shield Honor from the Ministry of Education for obtaining my Master's degree with the highest grades
- 2016
- Leadership, Diplomacy & International Affairs**  
**Montana State University, USA**
- 2015
- Bachelor in Advertising & Public Relations**  
**Lebanese University, Faculty of Information, Lebanon**
- Ranked 1st among 80 students
  - Received a Shield Honor from the Minister of Education Elias Bou Saab for obtaining my bachelor degree with the highest grades

### Awards

- Jun. 2018
- Selected among hundreds of applicants to participate in International Model United Nations Conference in Bangkok, Thailand
- Dec. 2017
- Selected with 18 designated candidates among hundreds of applicants worldwide to represent my country in Connecting Cultures program with the United Nations in the Sultanate of Oman
- Mar. 2017
- Represented my country and presented my community project on enhancing road safety in the **MEPI Capstone Conference with the U.S Department of State** in Tunis, Tunisia
- Jun. 2016  
- Aug. 2016
- Selected among 300 applicants to be trained in Montana State University and represent my country in the **MEPI Program in the United States** for in-depth training in leadership and civic engagement

### Certificates

- Nov. 2018
- **Oral Communications Digital Badge - IREX** in Washington D.C.
- Aug. 2018
- **Freedom of Expression in the Age of Globalization** online course - **Columbia University** in New York City
- Jun. 2018
- **The Self Awareness and Leadership** online course - **Deakin University** in Australia
- Jul. 2017
- **Montreal Protocol on Ozone Depletion - Lebanese Ministry of Environment and United Nations**
- Feb. 2017
- **Innovation Weekend - LBCI**, solving problems in the media industry

### Skills

- **Languages:** Arabic (native), English (fluent), French (fluent), Italian (intermediate)
- Microsoft Office, Adobe Programs (Illustrator, Photoshop, In Design and Premiere Pro), Media Monitoring Programs (Arianna, Xplan and Statex), SEO and SEM
- Customer Relationship Management, Team Leadership, Strategic Planning, Communication and Public Speaking