

SAMAR SARKIS

MARKETING & COMMUNICATION ACCOUNT MANAGER



PROFILE

Marketing & communication account manager with a growth oriented institution offering opportunity for advancement and professional development.

Samar, holder of a BA focused in Interior Architecture from the Lebanese American University, has over 2 years experience in marketing and communication in the healthcare and higher education industries.

During her university education, Samar has worked as a student administrative assistant at LAU, volunteered at the center for the blind and at Toufoula, and worked in several events and weddings with various agencies in Lebanon.

CERTIFICATIONS

- Digital Marketing (to be earned in Nov. 2019)

CONTACT

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Location
Beirut, Lebanon

EXPERIENCE

2017 - PRESENT Account Manager // LAU-LAU Medical Center-RH

- Assist in building the LAU Medical Center-Rizk Hospital brand. Coordinate in implementing comprehensive marketing plans including objectives, strategies and programs designed to support overall objectives and establish brand awareness and reputation.
- Coordinate and manage PR, social media and digital agencies as well as external resources. Insure brand identity in all plans and projects and build marketing campaigns across multiple channels (digital, print, email, social media).
- Develop and maintain a positive image of LAU Medical Center-Rizk Hospital and good working relationships between the hospital, its employees, medical staff, patients, volunteers, community, businesses, and civic organizations.
- Ability to work in a fast-paced environment where efficiency, flexibility, organizational skills and management of multiple projects is critical. Proficiency in events, activation campaigns, conferences and on-ground activity management.

2016 - 2016 Lighting Designer & Sales // HERMES TRADING

2015 - 2015 Kitchen Designer & Sales // RAFAH KITCHENS

2014 - 2015 Interior Designer // STH ABU DHABI

2012 - 2014 Interior Designer & Sales // OBEID GROUP

2007 - 2012 Student Admin. Assistant// LAU

SKILLS & EXPERTISE

- Marketing & Communication
- Events & Activations Management
- Social Media

DESIGN SOFTWARES

- Photoshop
- Illustrator
- InDesign
- AutoCAD

EDUCATION

2012 Bachelor of Arts in Interior Architecture
Lebanese American University - Beirut, Lebanon

2007 Bacc. II in Humanities & Philosophy
Saint Mary's Orthodox College - Beirut, Lebanon