

EXPERIENCE

Communication and Marketing Consultant, Freelance

January 2018 - Present

- Assist and provide mentorship and guidance to civil society actors and initiatives on topics around communication and marketing, namely -but not restricted- to:
 - [Karma](#), gave a training on communication, design, event planning, marketing, as well as assisted in the development of the communications plan and strategy, including managing their social media.
 - [Gladington](#), initially was part of the founding team and in a later stage was responsible for communication and strategy development. I currently take charge of developing content (presentations and information cards).
 - [Seeming](#), handled the social media platform and led the overall communication strategy.

Content and Communication Officer, [Lebanon Support](#)

March 2017-June 2019

- *Content Management:*
 - Managed [Daleel Madani](#), the number one portal for civil society actors, including planning for upcoming sprints and website updates.
 - Assisted in updating and maintaining all Lebanon Support's online platforms including [Lebanon Support website](#), [Daleel Madani](#), the [Civil Society Knowledge Centre](#), and [Civil Society Incubator](#).
 - Assisted in developing new content and resources and platforms of relevance to civil society issues and concerns in Lebanon.
 - Assisted in data analysis (statistical data) and support in creating relevant graphics and marketing materials (brochures, infocards, handouts, etc.)
 - Contributed to the development and review of programme related internal materials and tools.
- *Communication:*
 - Contributed to the update and development of Daleel Madani, including new updates and features.
 - Liaised with media outlets and follow up with media contacts to publicise Lebanon Support's programmes, projects, activities, and publications.
 - Developed email bulletins about Daleel Madani, and thematic projects on the Civil Society Knowledge Centre, such as [Gender Equity Network](#).
 - Organised and managed the mailing list, including creating segments and list subscriptions.
 - Managed Lebanon Support's social media channels ([Facebook](#) and [Twitter](#)), in accordance with the centre's identity, including developing content calendars.
 - Followed up on the centre's outreach and general analytics.
 - Prepared and organised events hosted by Lebanon Support, in addition to presentations about/on Lebanon Support's work and programmes.

Account Manager, Media Solutions Lebanon

Sep. 2016-Nov. 2016

- Managed the accounts of over 100 clients on social media specifically on Facebook, Twitter and Instagram.
- Coordinated with the creative/designers team to ensure that the marketing goals of the clients are met and achieved.
- Followed up on the performance of the social media campaigns (analyzed the insights from online ads)

INTERNSHIPS & VOLUNTEERING ROLES

Director of Marketing and Membership, [World Merit Lebanon](#)

June 2017 - Feb. 2018

- Developed social media plans including: setting up the communication channels, sharing content, following up on human rights trends and issues, among others.
- Took the initiative to plan for events and coordinate with other team members.
- Recruited and followed up with the team members and volunteers.
- Led and designed social media campaigns around topics based on the 17 Sustainable Development Goals (SDGs).

Head of Public Relations Committee, Lebanese Red Cross Youth Department (BAU) 2016

Oct. 2015 - Nov.

- Reported on the progress of the club's work to the higher administration.
- Wrote/developed quarterly newsletters for the university's website.
- Facilitated the coordination between different volunteers.
- Organised events to advocate for environmental, health and humanitarian issues.
- Promoted the work of the club on social media including taking pictures and publishing news regularly.

Intern, Personal Loan Department

Aug. 2016 - Sep. 2016

BLOM Bank, Hamra Branch

Member, Social Media Coordinator

Oct. 2015 - June 2016

Human Rights Center at Beirut Arab University

- Led the campaign on fighting extremism online on social media
- Helped in planning the centre's events and campaigns

Intern

Aug. 2015 - Sept. 2015

Credit Bank, Chtaura Branch

SKILLS

- Communication plan strategy
- Excellent written and spoken communication skills
- Microsoft Office Suite (Word, Excel, PowerPoint) and Google Drive - ICDL
- Advertising Marketing Communications
- Design (Photoshop, Illustrator)
- Public Relations
- G-Suite

EDUCATION

Master of Business Administration (M.B.A), Marketing - December 2019, Status: Completing

Haigazian University, GPA: $\frac{3}{4}$

Focus of study: effects of online boasting on social networks -mainly on Instagram as a base for my study- on the behavior of the recipients of boasting.

Bachelor's Degree, Marketing - June 2016, Status: Completed

Beirut Arab University, GPA: $\frac{3}{4}$