

# Vanessa N. El Haddad

22/06/1992

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## Education

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### Advanced Digital Marketing Workshop

*Jul 2018*

#### ESA Business School, Lebanon

- Acquired a thorough understanding of the Digital Marketing landscape.
- Increased the efficiency of my digital marketing campaigns.
- Acquired advanced skills in digital advertising.
- Measure ROI and assess my campaigns performance.
- Implied agile methodology on my digital marketing practices.

### BS in Advertising and Marketing

*Sep 2012 - Feb 2016*

#### Notre Dame de Louaize University, Lebanon

- Modules Included: Business Management, Marketing and Advertising workshops, Editing and Mass Media Essentials.
- Projects Achieved: Business plan launch and branding for an Ice Cream brand in Lebanon, "Castania" Creative Plan and Drawings for creative advertising portfolio.

## Work Experience

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### Executive Communication

*May 2017 - current*

#### EDUVATION School Network, Lebanon

- Coordinate the yearbook material that are posted on the website chose the most valuable pictures and videos to be published, chose the adequate format that goes along with the theme of the year, prepared the tasks calendar.
- Coordinate the school's journal 'Gazette'. Prepared the tasks calendar, chose the adequate format mood that should be used, guided the brain storming sessions with the team in order to choose the articles title, then filtered and chose the good ones, made sure that the article count was correct and fair for all the school members.
- Social Media research and monitoring Schools and Educational Institutions (Facebook, Instagram, linked in)
- Drafting communication material for Social media postings (Facebook, Instagram, website)
- Drafting and negotiations of communication strategies and proposals to Senior Management
- Assist in the implementation of Communication Initiatives, programs and activities for the member schools and children.
- Assist in the website lifting.

- Manage updates of the website.

**Electoral assistant**  
**UNDP LEAP, Lebanon**

***Apr – May 2016***

- Assisted the MoIM (Ministry of Interior and Municipalities) and the district team in the preparatory activities including organizing and packing of electoral materials
- Supported the MoIM and the district team in the distribution of electoral materials including set up of the distribution area, distribution plan and check list.
- Provided technical assistance and support throughout the period of assignment on relevant matters related to operations and logistics.

**Marketing Officer**  
**Mercedes, Lebanon**

***Jan – Mar 2016***

- Prepared reports on advertising campaigns and competition.
- Introduced new services to Mercedes loyal customers.
- Generated daily reports on customers' survey and satisfaction.
- Assisted the marketing and customer relation staff in their daily work: events, communication, database management, others.

**Administrator**  
**Haddad Steel, Lebanon**

***Summer 2015 – winter 2016***

- Assisted the General Manager in the daily administrative work
- Generated daily reports on sales, collection, orders and warehouse inventory
- Monitored projects schedule and team availability(Monitored of staff timesheets time in lieu and holidays)
- Prepared and shared presentations to international suppliers.

## **Skills**

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**Computer:** Microsoft Office, Adobe

**Languages:** English, French and Arabic: fluently spoken, read and written

## **Extra-Curricular Activities**

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**SKI:** Member of the Skiing Society – in 2011

**Association:** Help Member of "Ave Maria" – in 2015

**Traveling:** Visited several countries in Europe, America and Asia.