

## Contact

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(LinkedIn)

## Top Skills

Branding & Identity  
Character Designs  
Photography

## Languages

English (Professional Working)  
Lebanese (Native or Bilingual)  
Arabic (Limited Working)

## Certifications

Project Management  
The Fundamentals of Digital  
Marketing

# Hélène Nasser

Social Media Executive at MindField Digital

## Summary

Experienced Social Media Executive with a demonstrated history of working in the internet industry. Strong media and communication professional with a Bachelor's degree focused in Communication Arts; Advertising Design from the Lebanese International University.

## Experience

### MindField Digital

#### Social Media Executive

March 2017 - Present

Beirut District, Lebanon

- FAQ sheet based on the brand's tonality
- Social media, social listening, & customer service reports (performance)
- Social media audit
- Social media strategy/pitch
- Topic/Content calendar (copywriting)
- Activation ideas (sketching)

### FLEXELL

#### Freelance Copywriter

October 2017 - February 2018 (5 months)

### American University of Beirut

#### Senior Bookseller/Librarian

May 2016 - August 2016 (4 months)

Bliss St., Beirut, Lebanon

- Promoting the stock
- Using advanced search methods to locate books
- Clerical duties
- Assist in maintaining inventory control records
- Assessing the sales activity by creating plans & strategies

### Librairie Antoine

#### Junior Bookseller - English Section

October 2015 - May 2016 (8 months)

## Y-PEER

### Peer Educator

July 2009 - September 2011 (2 years 3 months)

Lebanon

Regarding my experience with the United Nations Population Funds (UNFPA),

I succeeded in implementing the project's work plan that included:

- Conducting and facilitating training on HIV/AIDS
- Sexual reproductive health and gender equity
- Developing the peer educators' handbook to STI/HIV/AIDS prevention
- Participating in local awareness campaigns and activities and edutainment

Workshops and trainings attended:

- "Peer education" and YPEER tools national TOT.
- "Gender equality" TOT for Youth in rural regions
- Drugs (use and prevention) workshop

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## Education

### Lebanese International University

Bachelor's degree, Communication Arts; Advertising Design · (2011 - 2015)