

LOUAY HAMZE
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EDUCATION

From 01/2014 to 12/2017	American University of Beirut Bachelor in Media and Communication	Beirut, Lebanon
From 09/1998 to 06/2012	Lycée Franco-Libanais	Nabatieh, Lebanon
From 09/2012 to 06/2013	Collège Notre Dames Des Soeurs Antonines Official Lebanese Baccalaureate in Sociology and Economics	Nabatieh, Lebanon

WORK EXPERIENCE

From 04/2018 to date	OMD (Optimum Media Direction) <i>Planning executive:</i> creating and organizing media plans based on budgets allocated by the client for all media platforms (social-digital-OOH-print); managing online and offline campaigns from receiving the brief, preparing a plan, rationalizing, sourcing out creatives, ensuring right approvals are in place before implementing the media plan and invoicing the client; executing campaigns and preparing post campaign reports; actualizing plans based on monthly reports; preparing competitive presentations through Statex; assisting the team lead on requests; and establishing a productive relationships with clients and suppliers.	Beirut, Lebanon
From 03/2018 to 04/2018	Leo Burnett <i>Internship in PR:</i> pitch winner for a project in Jordan; preparing and attending events; working on press releases; and arranging post campaign reports.	Beirut, Lebanon
08/2017	Leo Burnett <i>Internship in Client Servicing:</i> working on new campaigns for automotive and F&B clients like GMC and McDonald's (receiving a proposal, creating and implementing ideas).	Dubai, UAE
From 09/2016 to 02/2017	Made For Brands <i>Junior Communications Executive:</i> building an online image for clients and gathering archives to create a full autobiography of an international figure.	Beirut, Lebanon
From 05/2016 to 12/2016	101 SQM Concept Store <i>Social Media:</i> content creating (visuals and captions); working on insights and understanding the audience.	Beirut, Lebanon
From 12/2015 to 01/2016	M&C Saatchi <i>Internship in Media Planning:</i> understanding the role of media, media buying, and developing media plans.	Beirut, Lebanon
From 06/2015 to 07/2015	Pencell-PR & Events <i>Internship in PR:</i> understanding the role of public relations, assisting the leading team in presentations and events.	Beirut, Lebanon

Extra Curricular Activities

- **Media Studies Marketing Team** (promoting Media major on campus)
- **Certificate in Social Media expert courses at The Agenda** (content creation, marketing, copywriting)

SUMMARY SKILLS

COMPUTER SKILLS: Statex online and offline, Narratiive, BrandPuls, XPlan.

LANGUAGES: Fluent in spoken and written Arabic, English and French.

SOFT SKILLS: Communications, Team-Building, Organizational and Public Speaking.

INTERESTS AND HOBBIES

- Traveling, Hiking, Swimming.

REFERENCES

Available upon request