

Elsie (Gaby) Matta

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Professional Experience:

BLOM BANK | Head Office, Verdun

Assistant HR Internal Communication Coordinator *March 2017 – Present*

- Preparing annual events for BLOM shabeb program through:
 - Communicating with external parties such as schools, universities, NGOs, career guidance specialists and professionals from different fields
 - Creating proposal that defines the value of the event, the budget, the ROI and the advertising strategy then implementing it after management's approval
 - Control the on-ground actions and gather feedback
 - Collect data for statistics purposes
- Plan and coordinate employees' participation in events and workshops such as marathons, sports events, fitness workshop, annual dinner and blood drives.
- Raising awareness on a certain event/topic to promote internal and external social news by designing e-mails, brochures and posters and elaborating their content
- Administering 360-degree studies to evaluate all internal and external events' performance using Google Analytics
- Three main remarkable achievements
 - Development of the Fintech strategy
 - Development and implementation of a new internal communication strategy
 - Creation of BLOM shabeb program's procedures

Rizk Advertising | Ashrafieh

Client Servicing Intern *10 February 2017 – 10 March 2017*

- Created creative briefs
- Cooperated in day to day work linking between the clients and the concerned departments within the agency
- Assisted in preparing proposals and pitches

Universal Media | Sodeco

Media Executive Intern *July 2015- August 2015*

- Worked in Digital Media Planning
- Assisted in Digital Media Booking
- Analyzed brands' campaigns
- Created a digital event with the participation of digital experts from the leading international networks – serving 200 persons

Khoury Home | Mkalles

Sales Representative Intern *July 2014 – August 2014*

- Worked as a sales representative – Home appliances department
- Assisted in completing the selling operations

Education:

Double Master's Degree 2016-2018

Master's in Marketing and Advertising - Université Saint Joseph (USJ), Lebanon

Master's in Marketing and Communication - Université Grenoble Alpes (IAE), France

Bachelor's Degree 2013-2016

Bachelor's in Marketing and Advertising - Université Saint Joseph (USJ)

Sœurs des Saints Cœurs (SSCC) - Ain Najm 2013

Languages:

Fluent in English, French and Arabic

Computer Skills:

- Microsoft Office (Word, Excel, PowerPoint and Publisher)
- Adobe (Photoshop, Illustrator, InDesign, Flash)
- SPSS Statistics