

# Elyssa Skaff – *Storyteller; Content and Communications Specialist*

## Contact Details Nationality

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An INSEAD MBA, LSE educated social psychologist and professionally trained actress, I am a Content and Communications professional with more than 15 years' work experience. I ran for four years the Feature Films and Content department of leading production company The Talkies. I am a Freelance Consultant in Strategic Communications, Creative Copywriting and Corporate Scriptwriting. I also teach Public Speaking and Public Relations at the Lebanese American University.

## Education

2007 - 2009	<b>Jacques Lecoq International Theatre School</b> Full-time Diploma <ul style="list-style-type: none"><li>Applied pedagogy of theatre veteran Jacques Lecoq</li><li>Collaborated closely with an international team of 15 artists</li></ul>	<b>Spain</b>
2006 - 2007	<b>INSEAD</b> MBA Programme <ul style="list-style-type: none"><li>Chose classes related to Media and Entrepreneurship</li><li>Re - founded and led the INSEAD Media Club</li></ul>	<b>France</b>
2006 - 2007	<b>FEMIS</b> Introduction to Directing <ul style="list-style-type: none"><li>Engaged in a 6 months training in directing</li><li>Co-wrote, co-directed and acted in a medium length film</li></ul>	<b>France</b>
2002 - 2003	<b>London School of Economics and Political Sciences</b> MSc <ul style="list-style-type: none"><li>Graduated with a Master's in Social Psychology</li><li>Graduated with Merit and ranked among top 10% of class</li></ul>	<b>United Kingdom</b>
1999 - 2002	<b>American University Beirut</b> BA <ul style="list-style-type: none"><li>Completed a Bachelor of Arts in Economics</li><li>Graduated with Distinction. Was on Dean's list in all semesters</li></ul>	<b>Lebanon</b>

## Professional Experience

2023 - Present	<b>Head of Communications – Georges N. Frem Foundation</b> <ul style="list-style-type: none"><li>Directed the Communications department of development NGO</li><li>Created copy for content created on social media, newsletters and 15 min corporate documentary</li></ul>	<b>Lebanon</b>
2021-2024	<b>Content advisor – MC Distribution / Metropolis</b> <ul style="list-style-type: none"><li>Managed the creation and implementation of campaigns to release films nationally</li><li>Collaborated with team to distribute independent films in MENA, handling festivals and theatrical</li></ul>	<b>Lebanon</b>
2023	<b>Writer, director and actress – Short film " Shattered"</b> <ul style="list-style-type: none"><li>Created short film " Shattered" which was selected in more than 10 international festivals</li></ul>	<b>Lebanon</b>
2017 – Present	<b>Part-time Faculty: Lebanese American University</b> <ul style="list-style-type: none"><li>Taught classes about Communications: Copywriting, Public Speaking and Public Relations</li></ul>	<b>Lebanon</b>
2021 - 2022	<b>Communications Consultant - AFLEC group</b> <ul style="list-style-type: none"><li>Conducted interviews with key stakeholders and developed a collaborative Communications strategy</li></ul>	<b>United Arab Emirates</b>
2022	<b>Scriptwriter – Lives and Livelihoods Fund</b> <ul style="list-style-type: none"><li>Wrote scripts for 5 high production value films about projects initiated by the LLF</li></ul>	<b>Africa</b>
2022	<b>Scriptwriter – SBG Group</b> <ul style="list-style-type: none"><li>Wrote script for 15 min high-end documentary about major development works</li></ul>	<b>Saudi Arabia</b>
2021	<b>Communications Consultant – United Nations Population Fund UNFPA</b> <ul style="list-style-type: none"><li>Delivered a comprehensive Communications audit and strategy, in collaboration with Mirros Agency</li></ul>	<b>Lebanon</b>
2021	<b>Copywriter – LDN project for the United Nations Development Program UNDP</b> <ul style="list-style-type: none"><li>Provided needed copywriting for UNDP's Land Degradation Neutrality project</li></ul>	<b>Lebanon</b>
2021	<b>Scriptwriter for Feature Documentary - ESA, the "Ecole Supérieure des Affaires"</b> <ul style="list-style-type: none"><li>Wrote script for feature 45 min documentary about 25 years of ESA</li><li>Worked on edit with director to develop consistent storyline throughout the film</li></ul>	<b>Lebanon</b>
2021	<b>Freelance Creative Director (Copy) and Copywriter - Blue Bee Agency</b> <ul style="list-style-type: none"><li>Collaborated closely with agency owner to produce content (copy and videos) for variety of clients</li></ul>	<b>Lebanon</b>

2021	<b>Communications Specialist - Magenta Consulting</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Completed projects on creative content. Clients were UNICEF, Mercy Corps, and the European Union</li> </ul>	
2020-2021	<b>Communications and Content Creation – Matisse</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Developed copy for new initiative Matisse Creative Club and Espace Matisse</li> <li>Developed the 2020 Communication Strategy for events company Matisse, working with Remark Agency</li> </ul>	
2020	<b>Theater and Content Creation- Flat6Labs</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Created and taught a Storytelling and Improvisation course at Flat6Labs at the Beirut Digital District</li> </ul>	
2019 – 2020	<b>Communication and Creative Consultant for Area Head - Roche Pharmaceuticals</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Advised Area Head on Communications strategy, managing content creation for innovation initiative</li> </ul>	
2019	<b>Communication Consultant – Internal Rescue Committee (IRC)</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Interviewed key stakeholders and devised a nationwide Communications campaign for INGO IRC</li> </ul>	
2013 – 2017	<b>Head of Content – The Talkies</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Created concepts for feature films, TV and digital series. Reviewed numerous scripts as script doctor</li> <li>Worked on communication and distribution of feature film “Ghadi”</li> </ul>	
2017	<b>Content Consultant – MTV</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Collaborated closely with Head of Channel on Content Strategy, looking at scripts and budgets</li> </ul>	
2012 – 2013	<b>Communication and PR Manager – Leo Burnett</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Managed communication campaigns for major brands, liaising tightly with creative, brand &amp; digital</li> </ul>	
2011 – 2014	<b>Content Creator – Lamassat, Future Television</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Wrote questions and angle stories for Culture television program. Conducted interviews behind the camera</li> </ul>	
2011 - 2015	<b>Internship Manager - I Magic, Qatar Foundation's TV program “Stars of Science”</b>	<b>Qatar</b>
	<ul style="list-style-type: none"> <li>Devised and managed Internship scheme for television program funded by Qatar Foundation</li> </ul>	
2011 – 2012	<b>Radio Host – Matinales, Radio Liban</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Animated an hour-long live morning show, broadcasting music and sharing cultural information</li> </ul>	
2010	<b>Casting Director - Exit Films – Feature Film “ Asfour”</b>	<b>Lebanon</b>
	<ul style="list-style-type: none"> <li>Worked with director to choose a cast of 70 main and secondary roles. Managed casting department</li> </ul>	
2008 - 2009	<b>Director of Communication and Strategy - Accent Network - Multimedia Company</b>	<b>Spain</b>
	<ul style="list-style-type: none"> <li>Contributed to growth of company by establishing partnerships with 15 studios around the globe</li> </ul>	
2006	<b>Creative Coordinator – Al Jazeera International – Pre – Launch Stage</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"> <li>Worked in creative team to finalize AJI’s image and shows identity prior to channel launch</li> </ul>	
2005 – 2006	<b>Creative Director - QI Multimedia – Animation Company</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"> <li>Led an international team of 18 illustrators and writers to deliver project about Sachin Tendulkar</li> </ul>	

## Other Experience

2007	<b>President, INSEAD Media Club</b>	<b>France, Singapore</b>
	<ul style="list-style-type: none"> <li>Re-launched club, which grew to 100 members. Engaged leading media, such as MTV networks CEO</li> </ul>	
2004	<b>Demos - Think Tank - Intern</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"> <li>Piloted Nationwide survey for British government (DFES) on rise of Creative Economy</li> </ul>	
2004	<b>Radio for Development - Media Consultancy - Intern</b>	<b>United Kingdom</b>
	<ul style="list-style-type: none"> <li>Initiated project to improve communication flows between 7 prison radios across the country</li> </ul>	

## Personal Interests

2003 – Present	<b>Cinema and Acting</b>	
	<ul style="list-style-type: none"> <li>Wrote and directed 2 shorts. Feature film was selected by Script Writing Program Meditalents</li> <li>Was selected to take part in EU funded Socrates Script doctoring program in 2015</li> <li>Acted in Theatre plays, ads, music videos, shorts and Oscar nominated feature film</li> </ul>	
2001 - Present	<b>Yoga and Meditation</b>	
	<ul style="list-style-type: none"> <li>Certified 500 hours Vinyasa and Aerial Yoga Teacher. 9 years practising Transcendental Meditation</li> </ul>	

## Languages

French, Arabic (Native)                      English ( Fluent)                      Spanish ( Business)