

LYNN CHAYA

ABOUT



Beirut, Lebanon



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<http://offdutyit.com>



+961 81 780 346

EDUCATION

Masters in Styling — 2017

Haute Future Fashion Academy

Milan, Italy

B.A. in Interior and Product Design —

2012-2015

Accademia Italiana- Arte, Moda e Design

Rome, Italy

Associates Degree in Communications —

2010-2012

John Cabot University

Rome, Italy

SKILLS

LANGUAGES:

English (Native)

French (Advanced)

Arabic (Advanced)

Italian (Advanced)

SOFTWARE:

Adobe Suite

AutoCad

Microsoft Office

Wordpress

Hootsuite

EXPERIENCE

Social Media & Content Manager — Flash Art Magazine

Milan / 2019

- Planned, developed and scheduled editorial calendar for the online content
- Created a social media strategy for the rebranding of the new website
- Edited and uploaded articles into the CSM
- Used Hootsuite to monitor, engage and plan social media content
- Translated print columns into engaging social media content
- Organized and edited the bimonthly newsletter
- Collaborated with the marketing and design team to develop site content and layout

Social Media Manager and Content Editor — Tamu McPherson

Milan / 2018

- Managed influencer Tamu McPherson's various social media platforms
- Coordinated with all the editors between Milan and New York to schedule/manage the content on the website
- Worked on influencer campaigns with brands such as Gucci, Bally, Celine
- Created content for the website alltheprettybirds.com
- Worked as a photographer during Milan Fashion Week for several seasons
- Applied social media optimization strategies to Tamu's online presence
- Worked as the executive assistant aiding in day-to-day tasks
- Created an online database to organize the thousands of photos taken

Office Manager, Content Creator & Social Media Manager — Designboom

Milan / 2017-2018

- Successfully managed a team of five Editors at designboom's Milan office
- Generated ideas for articles and features on a daily basis
- Coordinated with all the editors between Milan, New York and London to schedule/manage the content on the website
- Reported on breaking news in the arts, architecture and design
- Wrote, edited and proofread hundreds of articles
- Trained new interns
- Attended VIP events, fairs and conferences around Europe
- Interviewed high-profile designers, architects and artists
- Ran designboom's Instagram page of over 1.4+ million followers