

MIRA MOHAMADIEH

Marketing & Communication Executive

Communication-skilled, with a talent of analyzing data & insights to come up with ideal marketing strategies tailored to clients. Exposure and experience gained within two international agencies and volunteering clubs. Strong social media, marketing, event planning and leadership experience gained through personal initiatives. Taken a bold decision in 2017 to shift careers from engineering to marketing & advertising in order to pursue my passion in communications and ultimately become an expert in my field.

EDUCATION

American University of Beirut

Bachelor in Civil Engineering, Class of 2016

Rafic Hariri High School

Graduated with distinction holding a Life Science Baccalaureate, Class of 2012

EMPLOYMENT HISTORY

Freelance Marketing & Social Media Manager

Freelancer | 04/2019 - Present

Clients (past/ongoing): Pink Leaves Gift Shop, Amorino UAE & Qatar Gelato Shops, Segafredo Café Qatar, Bold Events, The Drive-Thru Khalde Food Truck Park, ViadelleRose Clothing Shop, Wok Bar Food Truck, Potato Box Food Truck, Alphabetica Childcare Center and Conred CX Consulting Firm

- Creating clients' brand identity (logo, tone of voice, company profile, menus & all branding items) in collaboration with a creative team
- Setting the target audience and social media strategy of the accounts which is in-line with the brand identity
- Preparing the monthly content calendar with the relevant content, captions, posting dates, boosting budget and objectives which is shared with the clients and agreed upon before the beginning of each month
- Managing the social media pages of the above accounts (adding the bio, shooting/editing images or videos, posting content, posting stories, updating highlights, writing relevant captions and engaging with customers)
- Creating holiday posts, competitions, giveaways & announcements
- Analyzing insights, consumer engagements and feedback and coming up with relevant creative campaigns accordingly
- Boosting posts when needed & setting the target audience according to the objective
- Maintaining the overall mood, consistency & color palettes of the pages

Communication Executive

Publicis Levant | 03/2018 - 10/2019

Clients: Garnier Levant, Fransabank, Cortas Food Canning Company, P&G Oral Care and Nestle Pure Life Waters

- Setting yearly marketing/digital plans and developing the strategies to implement them
- Inspiring, leading & working closely with a creative team of designers to brainstorm campaign ideas that are aligned with the brand image, through preparing detailed briefs & in-depth market research
- Managing client deadlines & following up on the internal workflow of all on-going campaigns & jobs
- Preparing competitive/creative presentations, detailed meeting minutes, contact reports & weekly status reports of all on-going jobs & discussions
- Handling all the internal finances (inter-company) & external finances (with suppliers) of any project, contacting relevant suppliers for each project & negotiating the best deals for clients
- Discussing any issue that the client or internal teams might have & working on the best solutions to resolve them
- Working in teams to develop brand strategies, target audience, new logos and brand guidelines through strong research & analysis
- Working closely with teams in charge of developing printing material for campaigns or event brandings (billboards, magazine inserts, posters, annual reports, POSM, labels, etc.)
- Communicating with TV production houses, photographers, website developers and printing houses to make sure that the output follows all guidelines and quality standards

TRAININGS

Facebook Blueprint Workshop

Beirut Digital District | 25/10/2018

- Learned how to apply principles of Facebook & Instagram marketing to a media plan
- Learned how to define client's business challenges, utilize social media platforms to solve them, determine the optimal audience & segmentation strategies using Facebook's people based targeting & insights data, and execute & measure campaign performance

Public Speaking Workshop

SucceednLead | 13/10/2018

- Learned different public speaking skills, mainly calming techniques before presentations, body-language during presentations, speaking with confidence & grabbing attention immediately, presenting my message in a clear, engaging manner using visual aids

PR & Marketing Trainee

Leo Burnett Beirut | 02/2018 - 03/2018

- Recommended ideas & influencers to be part of campaigns
- Contacted media for press release follow-ups and confirmations

Marketing & Account Management Trainee

James Walter Thompson MENA | 01/2018 - 02/2018

- Met with clients to understand the campaign specifications and communicated their needs with the creative team and suggested creative ideas to the team depending on brand guidelines
- Ensured that the client's problems are being heard and resolved at any stage, and provided feedback to different teams accordingly
- Followed up on the campaign execution process

COMMUNITY SERVICE

Secretary 2019/2020, Marketing Consultant & Volunteer

Rotarat Club of Saida | 01/2018 - Present

- Serving Saida's community through organizing big events, fundraisers & different activities throughout the year
- Continuously learning team-building, management, leadership & organizational skills through working closely with diverse groups of donors, suppliers, members, friends and community
- Managing the club's social media pages & coming up with event marketing ideas alongside the marketing committee
- Organized sponsored events & fundraisers, mainly 3 up to date

RHHS Alumni Association Member

Rafic Hariri High School | 11/2016 - 07/2017

- Activated the Alumni Association of Rafic Hariri High School after being inactive for over 10 years, launched/previously managed the respective Facebook page: RHHS Alumni Events
- Organized the First RHHS Alumni Dinner in 2017: prepared initial plan and budget, developed sponsorship packages, contacted sponsors & suppliers, and created the marketing content to advertise the event
- Organized a sponsored school fun-day carnival for alumni & their family/friends in 2018

Volunteer

Children Cancer Center | 09/2014 - 12/2014

- Entertained young cancer patients during their playtime in order to introduce a fun and joyful environment

GENERAL SKILLS

Languages

Fluent in Arabic & English with basic knowledge in French (writing, reading and speaking)

Computer Skills

High proficiency in Microsoft Word, Excel, PowerPoint, Internet use/research

Technical Skills

Photoshop, Moviemaker, iPhone/web editing apps and AutoCAD

Soft Skills

Excellent Interpersonal, Analytical, Writing, Organizational, Management, Team-Building and Leadership Skills

*Constantly expanding my knowledge and learning new skills through online courses, articles and trainings

CONTACT DETAILS

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