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# FREEDA CHEHAB

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## PROFILE

I am an experienced Marketing and Communication executive with a demonstrated history of achieving desired business results. I have acquired a developed understanding of both traditional and digital media through the Master of Arts that I have completed, which was focused in Communication and Media Studies from City, University of London.

## EXPERIENCE

MARKETING INTERN, IDEAL STANDARD, LONDON, UK – SEPTEMBER 2019–  
PRESENT

Researched and developed relevant news stories with a view to elevating Ideal Standard International's online presence and brand reputation.

SOCIAL CONTENT SPECIALIST, THE CREATIVE NINE, BEIRUT, LEBANON –  
2017-2018

Occupied a dual role as both an English Copywriter, as well as an active online community manager for fourteen different accounts.

ADVOCACY INTERN, EUROPEAN CENTRE FOR DEMOCRACY AND HUMAN  
RIGHTS, BEIRUT, LEBANON

Conducted effective research in an effort to pinpoint and raise awareness to instances of violations of medical neutrality in the Middle East.

CORPORATE COMMUNICATION EXECUTIVE, J. WALTER THOMPSON MEA,  
BEIRUT, LEBANON – SEPTEMBER 2016-DECEMBER 2016

Developed content to ensure that the internal and external communication activities for J. Walter Thompson Middle East and Africa met the standard of the agency's reputation.

## EDUCATION

CITY UNIVERSITY OF LONDON, LONDON, UK – M.A IN MEDIA AND  
COMMUNICATION

AMERICAN UNIVERSITY OF BEIRUT, BEIRUT, LEBANON – B.A IN MEDIA AND  
COMMUNICATION

INTERNATIONAL COLLEGE, BEIRUT, LEBANON – FRENCH BACCALAUREATE IN  
ECONOMICS AND SOCIOLOGY

## SKILLS

Content Creation

Corporate Communication

Fluency in English, French & Arabic

Content Management

Account Management

Paid Social