



Beirut, Lebanon, +961 71 427300, solholga@gmail.com

PERSONAL SUMMARY

Creative. Goal-Oriented. Conscientious. Efficient.

Marketing, Events & Communications Executive with a keen eye for design, the latest market trends, and understanding of the potential audience.

Proactive and always eager to learn new processes & techniques which will enhance my knowledge, benefiting in turn the business and team efforts. Aim to create engaging communications that incite action and apply professional networking skills to build mutually beneficial relationships.

PROFESSIONAL EXPERIENCE

Marketing and Events Executive

January 2018 – Present

Beirut Souks CINEMACITY

- Daily communication internally with operations & design teams, as well as externally with local & international film distributors, sponsors, media personalities and digital influencers, suppliers and clients
- PR, events, avant-premieres, private screenings and corporate seminars coordination, communication, and execution
- Digital marketing, analysis & solutions, campaigns and content creation across different online platforms, as well as offline marketing activities and in-complex promotions of print & LED banner ads
- Review and management of all acquired trailers and advertisements to be played in theaters for quality and specs

Freelance Creative Copywriter

October 2017 – Present

- Working closely with a team of graphic designers and certified digital marketing strategists, and key account managers on local as well as international brands' content creation and copy writing for their relative digital media platforms (captions, articles, brand stories, websites, landing pages, digital online course material, company profiles...etc) helping them reach their core audiences in through relevant, and effective word solutions

Executive Assistant

March 2017 – August 2017

FLUID Brand Makers

- Provide administrative support to two creative directors and prepare weekly worksheets to ensure all projects are listed, communicated and set in accordance to due time.
- Brand management of creative director's personal line of calligraphic artworks, items production, testing, packaging, follow up, and showcasing, in addition to managing social media channels and copywriting for agency's official website. Daily liaising with senior management, clients, external providers and suppliers Accounting and managing financial data

Social Media Community Manager

June 2016 – December 2016

Ripply Offshore

- Monitoring social media channels and ensuring sound engagement with followers & customers
- Content creation, writing brief articles, and material for social media channels
- Liaising with operations team, clients and designers
- Crisis management
- Measuring the success of community engagement; creating monthly reports highlighting month's activity on each social platform

Content Creation and Management Intern

March 2016 – May 2016

Virgin Radio International (Lebanon)

- Content research on new topics and latest trends for the website
- Copy/ script writing for the radio shows , and resreaching original and interesting news tailored to be featured on different radio segments
- Social media content research and management

Franchise Services Coordinator & Regional Invoice Auditor

June 2014 – March 2016

SUBWAY Regional Offices ME&A

- Acting as the main contact between franchise owners and the company by providing support to franchisees of 6 countries, with answering queries, solving problems, and giving direction in the vast processes of building each store
- Processing invoices for different advertising activities alongside training and advising Advertising for ME&A region countries Representatives/ Board Chairs and franchisees on proper procedures for SFAFT BV payables procedures, and coordinating and tracking expense reports, approval, due date, posting, payment of invoices
- Office accounting data entries and corrections
- Featured articles and social media page administration for customer comments of Subway Arabia, South Africa, Pakistan

EDUCATION

Bachelor of Business Administration

June 2014

Arts, Sciences and Technology University in Lebanon (AUL)

Bachelor of English Literature

February 2011

Lebanese University – Faculty of Literature

INTERESTS

- Movies & series! Let's talk about your favs.
- Arts & Design
- Nature lover
- Many tea flavors & book genres
- E-Learning

SKILLS

- Content & concept creation
- Copywriting
- Event management
- Business storytelling
- Campaign Management
- Detail oriented & organized
- Presentations
- Problem solving
- Tech savvy

LANGUAGES

English – Fluent (speaking, reading, writing)

Arabic – Fluent (speaking, reading, writing)

Russian – Fluent (speaking, reading, writing)

French – Conversational, limited working proficiency