

HANEEN ISSA

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PROFILE

Performance-driven, communications professional with more than two years of experience in advertising. Current role as a communication manager draws on previous experience in the acting space where I gained notable creativity, art direction, presentation and communication skills. Built a broad network across different MENA industries with a proven ability to cultivate strategic relationships and meet targets in high pressure environments.

PROFESSIONAL EXPERIENCE | ADVERTISING

Oct. 15 – Present

Communication Manager | Leo Burnett | Amman

Main Role

- Lead communications from inception for leading company accounts as part of the client servicing team.
- Team with colleagues to devise advertising campaigns that exceed client expectations.
- Cultivate long-term relationships with new and existing clients ensure that needs are always exceeded.
- Present and pitch creative work/ideas to clients, winning new and retaining existing accounts over the long-term.
- Brief media and creative teams and actively contribute towards formulation of marketing strategies.
- Manage campaigns while monitoring their effectiveness and remaining within budget.
- Supervise PR events such as product/brand launches, press conferences and corporate events.
- Leverage brand exposure by coordinating and overseeing relationships with media outlets.

Key Achievements

- Assigned largest agency account upon joining among many others, Philip Morris International, with minimal supervision, covering Jordan and Palestine. Currently manage a team of five for the full-scope of the account.
- Designed launch of an unconventional risk reduced product with Philip Morris International, 'a smoke-free future' leveraging new IQOS technology. Managed massive launch from inception, directing a large team both internally and on-site.
- Supported launch of Marlboro Red with a 360-degree integrated approach to handling communications.
- Proposed communications strategy for launch of Marlboro Gold; challenged creatives to provide disruptive solutions to best position the brand and oversaw on-ground activations and consumer events.
- Launched Marlboro Touch across Jordan and Palestine; managed creative work, inspired by my recommendations, based on key consumer studies and successfully implemented campaign that met all targets.
- Strategized communications campaign for Marlboro Double Mix; worked actively with creative team to develop innovative campaigns, secured premium deals from third-party suppliers and negotiated sponsorship deals.
- Increased revenue significantly in 2017 by securing new business for Leo Burnett from main clients.
- Pitched and won proposals for key clients including Queen Rania Foundation and Royal Jordanian Airlines.
- Promoted twice since joining and over a short period; recipient of the Star Reacher Global Award in 2016.

PROFESSIONAL EXPERIENCE | DIRECTION & ACTING

2015

- **Assistant Director & Wardrobe Stylist** – 'Dawaer Hob' Television Series
- **Actress** – [Souq.com Commercial](#)

2013

- **Assistant Art Director** – [Haifa Wehbe & Assi Al Hilani Commercial](#) | **Theater Production Director** – 'The Wall'
- **Actress** – [LBC Commercial](#) | **Actress** – 'Valet Parking' Sitcom

2012

- **Director of Photography** – Student Documentary Film | **Costume Designer & Lead Actress** – '[Al Karasi](#)'
- **Lead Actress** – Short Film by Nader Dernaika | **Actress** – 'Palestine Monologues' | **Actress** – Lebanese Theater Festival

2011

- **Director of TV Commercial** – Carrera Sun Glasses
- **Lead Actress** – Short Film by Rami Rabi

2009

- **Lead Actress** – Short Film by Farah Assi | **Actress** – 'Moulin Rouge'

EDUCATION, SKILLS & INTERESTS

Jun. 15

Bachelor of Arts & Science in Communication Arts – Minor in Advertising | Lebanese American University (LAU)

Sep. 11

Diploma in Cinematography | Lebanese Film Academy

Skills

English – *Fluent* | Arabic – *Native* | MS Office Suite & Final Cut Pro – *Proficient*

Interests

Gymnastics, Swimming, Yoga | Singing, Painting, Jewelry & Fashion Design, Artistic Make-Up