

Charbel Ghsoub

Mobile: +961 3 729 566

Email: ghsoub.charbel@gmail.com

facebook.com/CharbelGhsoub1

linkedin.com/in/charbelghsoub/

Twitter/Instagram: @CharbelGhsoub

Nationalities: Lebanese/Argentinian



Professional Experience

Media and PR Consultant at NGO Lebanese Foundation for Permanent Civil Peace – April 2016 - Present

Main responsibilities involve:

- Conduct desk review of relevant documentation about projects and activities
- Develop press releases about the NGO's latest activities and events
- Dispatch news to media professionals for publishing
- Organize functions such as news conferences and speaking engagements through solid Media Relations

Marketing and PR Consultant at Shinto Sushi House June 2016 - Present

Main responsibilities involve:

- Promote the company image including its campaigns
- Implement ideas to further respond to customer needs
- Setup Social Media accounts

PR and Influence Senior Account Manager at Memac Ogilvy October 2016 – May 2019

Main responsibilities involve:

- Started as account manager and got promoted after 2 years
- Handle a wide range of assignments, projects, clients and staff
- Manage projects including implementation plans, evaluation mechanisms, staffing plans, budgets and timelines
- Identify strengths and weaknesses of direct reports and team members, providing day-to-day feedback on job performance and career development as appropriate
- Oversee and direct media relations campaigns
- Efficiently and effectively plan and manage events
- Press release drafting and dissemination
- Conduct desk review of relevant documentation about projects and activities
- Monitor, analyze & communicate PR results

Senior Editor at the LITS April 2013 – September 2016

- Started as editor and got promoted after 9 months
- In charge of editing news from various local & international media outlets & sources
- Handling the website's Facebook (360k likes) and Twitter (90k followers)

Head of the LF Monitoring Department March 2014 – September 2016

- Manage a team of 8
- Constantly arrange reports on assigned topics & events

Journalist / Editor at Al-Massira Magazine December 2013 – September 2016

Journalist / Editor / Proofreader at Horizons Magazine June 2011 - April 2015

Journalist / Editor / Proofreader at LFStudents.com June 2011 - April 2015

Main responsibilities involved:

- Conducting interviews
- Generating articles and complete research papers
- Proofreading and editing articles in Arabic and English on various topics
- Publishing statements on behalf of the LFSA

Bartender at AddMind (White, Mad, Bonita Bay) - Lebanon June 2011-May 2012

- Participated in setting up two brand new outlets (White & Mad)
- Showed excellent communication skills with fellow staff members & customers
- Displayed good salesmanship in bar sales and oversaw bar reservations
- Handled all orders & bar operations (inventory, utensils, etc.)
- Exhibited excellent customer service skills and cash handling
- Focused on developing my skills in international homemade cocktails

Pub Manager at Hole In The Wall (Monot, Lebanon) Sept. 2006-March 2011

- Started as a bartender and got promoted two years later
- Managed pub operations & administration including scheduling, reports, inventory and customer service in addition to handling marketing and event organization
- Supervised a team of fifteen employees, trained bartenders

Working at various venues on part & full-time basis since 2006, helped me acquire fast adaptation skills.

Education

Masters in Corporate Communication - Lebanese University 2019

Faculty of Information

Bachelor's in Public Relations & Advertising - Lebanese University 2013

Faculty of Information

Bachelor's in Business Management - Arts, Sciences & Technology University (AUL) 2012

Faculty of Business

Economics - Lebanese University 2005 – 2010

Faculty of Economics & Business

Mont La Salle - 2005

Sociology and Economics (SE):

Graduated from high school with Honors and received an honorary medallion for being "Major de promotion".

Languages, Computer Skills & interests

- Languages: Fluent in Arabic, French and English - Beginner in Spanish
- Computer skills: Proficient in MS Office, Omega, Internet, Social Media
- Interests: History, Reading, Music, Cinema, Football, Tennis

Personal skills

- Good listener & communicator who effectively conveys information verbally and in writing
- Analytical thinking with proven track record for identifying, improving & reforming work processes
- Target oriented team player with leadership skills maintaining a productive motivating environment
- Mobilizes, and coaches team members to meet high performance standards
- Results-driven achiever with highly developed planning and organization skills
- Innovative problem-solver capable of finding practical solutions and resolving complaints
- Resourceful team player, who succeeds at maintaining long term relationships, built on trust with customers and colleagues
- Hardworking professional with attention to details, whose integrity can be relied on

Achievements

- Scored 8/9 on the IELTS English Language Test
- Participated in many workshops with the International Republican Institute on Communication, the Forum for Development, Culture and Dialogue and other youth organizations
- Certified for attending Trusted Advisor workshop (Ogilvy), Digital Media and Marketing training (Circus Street), Geneva Call, RedBull, Perrier and Whisky workshops
- Students' representative and media correspondent in university (2006-2013), organized many events including university pageants, graduation ceremonies and outdoor activities

Tips

Single, Born in Lebanon on 28th of January 1987

References: available upon request