

Majd Shidiac

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Event Planner Portfolio:
<http://bit.ly/Majd-S-Portfolio>

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| Profile | <p>A content marketer with 5-year experience in event planning. I am passionate about creating effective strategies by deriving unique insights, accessing new markets through strategic partnerships, building brands from scratch, and assisting established ones through better positioning and innovative communication.</p> |
| Experience | <p>Antwork Coworking Spaces, Creative Content Writer & Activation Specialist March 2018- October 2019</p> <ul style="list-style-type: none">• Set & updated brand tone of voice, brand communications guideline, and brand Identity• Conceptualized and produced all digital & social media marketing campaigns• Worked with UX/UI and lead designer on brand visual identity & digital content• Wrote & updated all content for the coworking space website, app, and promotional material• Designed, produced, and managed community engaging events and activations including regular panel discussions, music concerts, and antwork's annual conference Dekonstruktion• Visualized and produced all content for indoor space branding of local and offshore spaces• Secured strategic community partners for on-campus activations. <p>Memac Ogilvy, Intern Public Relations and Social Media June 2016- August 2016</p> <ul style="list-style-type: none">• Brainstormed activations for clients in Telecommunications, Pharmaceuticals, Consumer Goods, and other industries including Huawei, Samsung, and Sanofi• Created social media content and strategies for several Ogilvy accounts• Conducted case-based research through social media analytics• Conducted coverage reports <p>Impact BBDO, Intern Public Relations and Copywriting, April 2016- June 2016</p> <ul style="list-style-type: none">• Designed immersive marketing activations for "Blom Shabeb", a campaign for one of the biggest banks in Lebanon "Blom Bank" targeting a millennial audience• Brainstormed, conceptualized, and wrote digital marketing content for the Blom Shabeb account <p>Freelance Experience</p> <p>Copywriter/Content Marketer June 2019- Present</p> <ul style="list-style-type: none">• Write and strategize social & digital content for local and regional clients including Saradar Bank, Lara Khoury (Beirut/Paris fashion designer), The Liquor Coffee Store (Local student bar) and other clients in fashion, food & beverage, health & fitness, wellness & beauty• Write banking, finance, innovation, and lifestyle blogs• Produce and deliver content for Search Engine Optimization and Search Engine Marketing• Position product releases and strategize promotion campaigns <p>Event Planner/Event Manager March 2015- Present</p> <ul style="list-style-type: none">• AUB Outdoors 2017- 2-day music festival: Planned and managed 25,000-people event. Raised \$200,000 in sponsorship funds. Directed all Public & Influencer relations, promotion, and communication efforts.• Saida International Festival 2016: Planned and managed 10,000-people color run. Raised \$80,000 in sponsorship funds. Directed all Public & Influencer relations, promotion, and communication efforts.• TEDxAUB 2015: Planned and managed the full day TEDx conference. Auditioned and coached all speakers. Directed all public relations, promotion, and communication efforts. Secured and signed all community and social space partners. <p>Founder and Resident Poet, The Poetry Pot June 2016- June 2018</p> <p>Started and managed Beirut's biggest poetry collective The Poetry Pot and daughter project "The Writers Bloc Monthly Open Mic Night".</p> <ul style="list-style-type: none">• Scouted and secured venues and artists for The Poetry Pot's monthly performance• Contacted and secured partners and managed all production financing and budget• Wrote, designed, and executed all digital, social, and print communication• Curated and gave creative writing workshops in universities, schools, and public across Lebanon <p>Education</p> <p>American University of Beirut, Lebanon June 2017</p> <p>Bachelor of Arts and Science in Business, Emphasis in Marketing</p> <p>Saint Mary's Orthodox College, Lebanon July 2014</p> <p>Baccalaureate II – Sociology and Economics</p> <p>Languages</p> <p>Native in English & Arabic, working knowledge in French.</p> |