

PROFESSIONAL EXPERIENCE

**Jan. 2019 -
to date**

Start-up company (GCC)

Digital and Business Development Manager

Managing concept-to-launch for both mobile application and website:

- Leading a team of professionals (marketing, sales, product design) from the creation of the product solutions until the implementation phases
- Building a digital strategy for the mobile application and the website
- Creating and delivering an annual plan to support the overall business goals of the company
- Managing all marketing operations with an emphasis on brand awareness, digital channels, lead generation and conversion
- Developing and executing all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Creating and implementing communication and social media plan, including news releases, management speeches, publications, and corporate events
- Establishing valuable and engaging content for the website, social media and blog that attracts and converts our target groups
- Implementing and analyzing Google Analytics data to drive smart marketing decisions that support business objectives
- Representing the company at external events, ensuring optimization of opportunities

**Jan. 2017 - Sept.
2018**

Middle East Airlines (Lebanon)

Digital Strategy Manager (Digital Marketing and E-commerce department)

Responsible for the global digital strategy and operations:

- Developing and managing digital marketing campaigns
- Launching optimized online advertisements to increase brand awareness
- Setting a new strategy for Search Engine Optimization by creating destination pages within the website in three languages (Arabic, French and English)
- Implementing and managing the company's email marketing campaign and making sure that it will lead to conversions
- Planning the ongoing company presence on social media
- Creating online banners adverts and oversee Pay Per Click (PPC) ad management
- Using Google Analytics to monitor digital performance analysis and report on digital effectiveness
- Recognizing new trends in digital marketing, assessing new technologies and ensuring that Middle East Airlines brand is at the front position of airline industry development
- Verifying that the three platforms across Middle East Airlines website (Arabic, French and English) are performing according to the established strategy

**Feb 2009 - Dec.
2016**

An-Nahar Newspaper (Lebanon)

Digital Editorial and Strategy Director of An-Nahar website

Jan. 2014 - Dec. 2016

- Responsible for global content and digital strategy:
 - Leading and implementing an approach of relevant content that increased the daily engaged readership by more than 120%
 - Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review and optimization of paid search campaigns
 - Managing all digital media channels (e.g.: WebTV, website, blogs, and social media) to ensure brand consistency
 - Formulating digital strategy for delivering best ROI for advertising campaigns
 - Implementing editorial content strategy for advertising campaigns
 - Supervising and directly implementing SEO practices within organic search
 - Using new technologies and developing innovative ways to attract readers
 - Creating and engaging social media strategies and execution plans to cultivate audiences, increase web presence and enhance brand awareness
- Leading on editorial content creation by recruiting and managing a team of 10 journalists:
 - Setting the daily articles planning and reviewing the content before publishing
 - Leading on branded content and native advertisement with the advertising agencies
 - Managing high profile relations and personally conducted celebrity interviews such as Salma Hayek, Charles Aznavour and Claire Chazal
- Relaunching and managing An-Nahar website - multiplying traffic of unique visitors by 10 in 2 years (2014 – 2016):
 - Setting the strategy for the website re-launch, after having conducted analysis on regional and global websites
 - Creating new sections that became among the most visited ones such as social (hayatouna), health and fashion
 - Constantly reviewing website and sections performance based on tools such as Chartbeat, Google Analytics and NewsWhip
 - Setting the social media strategy that led to more than 1.5M organic followers on Facebook and 400K on Twitter
 - Finalized the website design and user journey with the development agency prior to launch
 - Launched An-Nahar English and French websites

Naharouk, lifestyle and social weekly supplement of An-Nahar Newspaper (Beirut): Project Developer and Sub-Editor

Nov. 2010 - Dec. 2013

- Successfully launched Naharouk:
 - Developed the Naharouk concept based on market, consumers and trends studies
 - Designed the team structure, recruited the appropriate talents and ensured suitable trainings
 - Led the pre-launch testing including pilot issues that met success criteria in a record time of 4 months

- o Organised campaigns targeting advertisers, internal stakeholders and potential customer base
- Handled topic selection, articles review and oversight of design and layout
- Identified and approached key partners for special issues and finalised sponsorship deals

An-Nahar Newspaper Training Center: Project Coordinator

Jul. 2009 - Oct. 2010

- Led the creative development with the communication agency
- Launched the corporate communication plan and presented the concept to key clients
- Developed and executed a strategic plan for training Arab and foreign journalists at An-Nahar premises
- Planned and coordinated press conferences and seminars to enhance An-Nahar's corporate image

Feb. 2009 - Oct. 2012

BUREAU OF MEMBER OF PARLIAMENT (MP) Navla Tueni (Lebanon)

- Chief Press Officer and Media Consultant
- Designed and implemented the MP's successful electoral campaign including communication concept, creative execution, media interviews, meetings, press and events
- Planned and managed media appearances and academic interventions including conferences in Harvard University (USA) and Hyderabad (India)
- Developed and drafted weekly press interviews briefings as well as various communications pieces
- Represented the MP in different events and conferences in Lebanon and abroad
- Managed the MP social media presence (Website, Facebook page & Twitter)

Jan. 2008 - Nov. 2008

INTERNATIONAL ASSOCIATION of FRENCH MAYORS (AIMF) - (France)

Public Relations Intern

- Coordinated meetings between international members and followed up on pending actions
- Planned and attended annual organization meetings and ensured coordination with the media:
 - o Project in Tunisia: 1st Summit Meeting between the "Arab Cities Organization" and the AIMF
 - Prepared and organized the Summit
 - Drafted the press releases
 - o Developed the talking points of the intervention of the AIMF in the "Cities Diplomacy Summit" held in La Haye
- Representative of the AIMF at the "International Organization of la Francophonie":
 - o Attending and representing the AIMF at the general meetings
 - o Preparing the agenda of the 12th Francophonie Summit held in Quebec

SPECIAL PUBLICATIONS

July 2012

Project leader for "Al Kalimat"

A special 120-page publication in tribute to HE Ghassan Tueni

Dec. 2012

Project leader for "Alf Hadiya wa Hadiya"

A special 75-page publication related to Christmas gifts and holidays

CERTIFICATIONS

Aug. 2016

- **Google AdWords fundamental**
- **Google Search Advertising Network**

EDUCATION

Jul. 2016 - Aug. 2017

Digital Marketing Institute (London)

Post-Graduate Diploma (with distinction)

Jul. - Aug. 2008

London School of Economics & Political Science (LSE) - (London)

Summer School Programme - Certificate in International Relations, Government and Society

2008

Institut Catholique de Paris - (Paris)

Master's in International Relations (with distinction)

2007

University of Paris 1 - Panthéon Sorbonne - (Paris)

Master's in International Relations

2006

Université Saint Joseph (USJ) - (Beirut)

Bachelor in Political Science

2003

Collège Notre Dame de Nazareth – Beirut

French and Lebanese Baccalaureate

SKILLS & INTEREST

Languages

Fluent: Arabic, French and English

Skills

Microsoft Office, Chartbeat, Google Analytics

Interests

Travelling, chess, photography