

Abir Chami

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Education

Sep 2009 – Jan 2013	Bachelor of Business Administration (BBA) – Emphasis: Marketing – GPA 3.25 American University of Beirut (AUB) – Beirut, Lebanon <i>Relevant Coursework:</i> Digital Social Media Management, Marketing Research, Marketing Communications. <ul style="list-style-type: none">• <i>DKNY store marketing campaign:</i> Developed an integrated marketing communications campaign for the new Donna Karan New York store in Downtown Beirut.• <i>Social media presence analysis</i> of Nadine Moawad, February 30, Mashreq Bank and BLF.• <i>Social media strategy development:</i> Created a Social media strategy for MentoringSM.
Jan 2018 – Jun 2018	Technical Training Certificate in Graphic Design Mira Training Center – Badaro, Lebanon
Sep 1994 – June 2009	Lebanese Baccalaureate in Economics and Social Studies (ES) Collège Saint-Francois – Hamra, Beirut

Professional Experience

Oct 2019 – Present	Senior Social Media Manager – WonderEight, Lebanon <ul style="list-style-type: none">• Supervising the monthly Content Calendars and reports.• Managing client requests.• Creating a monthly calendar for Ocean Spray ME and Yvan Tufenkjian.
Apr 2018 – Oct 2019	Social Media Team Lead – Diwane, BDD <ul style="list-style-type: none">• Supervising the work of Community Managers and Graphic Designers.• Leading the team on strategies, pitches and reporting.• Creating a Social Media strategy for Saradar Bank.• Supervising the monthly Content Calendars and reports of Saradar Bank, Careem, Kelloggs, Sylphide, California Garden, Nestle Professional, and Jubail Island.
Aug 2018 – Dec 2018	Freelance Photographer & Social Media Manager – Fracshion, Beirut <ul style="list-style-type: none">• Taking fashion photos for Facebook and Instagram.• Editing the photos.• Creating a monthly calendar and publishing the posts.
Feb 2013 – Feb 2018	Community Manager – Grand Cinemas, Lebanon, Jordan and Kuwait <ul style="list-style-type: none">• Created all the social media content for Grand Cinemas' Facebook pages, Twitter and Instagram.• Planned the weekly content and shared it with the Marketing Manager.• Conducted online competitions and giveaways.• Scheduled and posted the content on daily basis.• Dealt with customer feedback.• Worked side by side with the marketing team.
Jul 2015 – Feb 2018	Freelance Community Manager – Falcon Films, Lebanon <ul style="list-style-type: none">• Created the social media pages.• Created the content calendar for Facebook and Instagram.
Sep 2015 – Mar 2017	Social Media Officer – Let's Popcorn, Lebanon <ul style="list-style-type: none">• Managed the local pages of Let's Popcorn Lebanon.
Sep 2016 – Nov 2016	Online Marketing Executive – Phoenicia Pictures International <ul style="list-style-type: none">• Managed the online promotion for the movie Alex & Eve.

Jan 2016 – Apr 2016	Community Manager – Welfare Association – Taawon, Lebanon <ul style="list-style-type: none"> • Promoted the fundraiser of The Idol movie for 2 months. • Created and managed an Event Page for the fundraiser premiere. • Promoted the fundraiser of 3000 Nights movie for 2 months. • Created and managed an Event Page for the fundraiser premiere
Nov 2015 – Jul 2016	Social Media Executive – House of Dogs, Lebanon <ul style="list-style-type: none"> • Redefined the objectives of House of Dogs in parallel with the rebranding. • Gathered information from trainers and researched dog training. • Created the Social Media content and gathered old content.
Jun 2015 – Jul 2015	Community Manager – Blessing Gifts, Lebanon <ul style="list-style-type: none"> • Developed a new brand identity and social media strategy. • Generated content in the studio. • Worked with the operations team to get in contact with the customers and create a social community. • Created all visuals and texts.
Oct 2013- Nov 2013	Community Manager – Exit Films, Asfour movie, Lebanon <ul style="list-style-type: none"> • Created the social media content and competitions for the Lebanese movie Asfour. • Contacted the media, press as well as bloggers to create a buzz about the movie. • Sent the needed materials to the cinemas and sponsors. • Helped organize the Avant Premiere event.
Jan 2013 - June 2013	Marketing Research Assistant – AUB, Lebanon <ul style="list-style-type: none"> • Personal assistant of marketing and social media professor: Mrs. Leila Khauli. • Creating a Social media strategy for the Olayan School of Business.
July 2011 - Sep 2011	Marketing Intern – Beyond Production / Plastik Magazine, Beirut, Lebanon <ul style="list-style-type: none"> • Planned, implemented and finalized projects within budget and deadlines. • Conducted studies about various market segments depending on the customer. • Formed marketing surveys. • Handled calls from customers wanting to know information about the magazine. • Managed the customers' phone book.
Sep 2010 - Oct 2010	Personal Photographer – Shankaboot, first Lebanese web series, Lebanon <ul style="list-style-type: none"> • Took a photograph that became the main ad photo for the web series, as well as the cover picture for Zawarib Beirut.
July 2010 - Aug 2010	Casting Recruitment – Ginger Beirut, Where Do We Go Now, Nadine Labaki, Lebanon <ul style="list-style-type: none"> • Roamed the streets of Beirut asking people if they would like to be part of the upcoming movie • Gained interview skills • Worked with seniors from different Lebanese villages.

Skills and Volunteer Work

Lecture	Gave a lecture at AUB's Social Media class (MKTG 227) about the movie industry on Social Media in Lebanon.
Languages	English, French, Italian and Arabic – Fluent
Technical	Adobe Photoshop, MS Office Suite (Word, Excel, Power Point).
Other	Using Social media analysis tools and Creating Infographics.