

Pamela Njeim

Marketing & Communications

Enthusiastic and goal oriented professional with solid experience in marketing and communications, seeking to continuously grow and improve by pursuing interesting opportunities and helping businesses implement the right IMC tools.

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WORK EXPERIENCE

Instructor of Advertising, PR, and Marketing Lebanese International University

10/2017 – Present

Beirut, Lebanon

- Developed modern teaching content for advertising essentials and mentored students throughout the program.
- Designed practical learning projects for students to apply theoretical concepts.
- Defined the final year project evaluation criteria and selected the winning individual.

Marketing Executive Majid Al Futtaim Group

02/2014 – 05/2015

Dbayeh, Lebanon

- Managed the biggest corporate campaign of the year from storyboard to execution, which resulted in 20% increase in sales.
- Handled and planned the marketing budget through Oracle Database budget and control (>2m Dollars).
- Managed and led CSR activities with multiple NGOs which helped in building, sustaining and supporting the community.

Media Executive Vertical Media Services

11/2010 – 07/2011

Beirut, Lebanon

- Conducted media research and pre-campaign analysis for multiple local and regional clients.
- Optimized media plans for clients by conducting quantitative and qualitative analysis.
- Conducted post campaign evaluations that contributed in achieving clients' goals.

CERTIFICATES

Mastering Sustainability Training (2014)

Mastering Materiality in CSR Strategies & Reporting (2015)

EDUCATION

Master in Corporate and Marketing Communication IE University

10/2012 – 07/2013

Madrid, Spain

BA in Advertising and Marketing Notre Dame University

09/2007 – 07/2010

Zouk Mosbeh, Lebanon

SKILLS

Marketing Strategy

Content Creation

Editorial

Market Research

New Business Development

Corporate Social Responsibility

Media Planning

English Copywriting

Advertising

Branding

Public Relations

Events Management

ACHIEVEMENTS

Award for The Exceptional Real Estate Communications Campaign (2014)

Majid Al Futtaim's marketing team received the award from the Real Estate Syndicate of Lebanon (R.E.A.L)

CERTIFICATES

Mastering Sustainability Training (2014)

Mastering Materiality in CSR Strategies & Reporting (2015)

FREELANCE PROJECTS

Lebanese Independent Film Festival

Director of Communications and Publicity

Social Butterfly

Social Media Analyst for the elections

Fanscribe

Communication Planner

IDRAAC– Body and Mind Event

PR Strategist and Event Planner

LANGUAGES

English, French, Arabic
Native or Bilingual Proficiency

Spanish
Limited Working Proficiency

INTERESTS

Salsa Dancing

Swimming

Reading

Traveling