



# DANA HIJAZI

## WORK EXPERIENCE

 **Mariana Wehbe Public Relations, PR Account Manager**  Beirut, Lebanon  
October 2016- January 2020

- Handled all aspects of luxury PR and events at MWPR over the course of three years
- Managed various client accounts from ideation to understanding the brand, industry and market, budget allocation, suppliers, marketing, and dismantling events
- Managed media and press outreach resulting in features for clients
- Planned, executed, and worked on international trunk shows
- Day to day administrative role including accounting, supplier/client follow-ups, and excel sheets that analyzed budgeting, database, and production timelines for each project
- Worked with the following national and multinational luxury brands:

**AD**  
MIDDLE EAST

**GABRIEL & GUILLAUME**

**THAMEEN**  
LONDON

**PLASTIK**  
STUDIOS

**THE RUG**  
COMPANY  
HANDMADE

**VOGUE**  
ARABIA

**EMPIRE**  
CINEMAS



**McLaren**

**SAINT HOAX**

**HÔTEL de CRILLON**  
A ROSEWOOD HOTEL  
PARIS

**ELIE SAAB**

**SHAY**

 **République, Social Media Account Manager**  Beirut, Lebanon  
October 2014- January 2016

- Content creator and account manager for clients across the MENA region
- Managed, conducted, and scheduled weekly articles and blog posts for online platforms covering topics related to Lebanese culture and lifestyle
- Analyzed and optimized online campaigns insuring they reached their intended goals


## PREVIOUS INTERNSHIPS

- Bloomington - Fashion Intern – NJ, USA.  
May 2016 - September 2016
- Heather Lawton LLC - Asst. Fashion Designer – NYC, USA.  
July 2014 - October 2014
- BMI Holding Social Media Intern- Beirut, Lebanon  
October 2013-December 2013


## EDUCATION


- Lebanese American University (LAU) Beirut, Lebanon 2010-2014**  
Bachelor of Science in Business Management
- Fort Lee High School New Jersey, USA 2006-2010**

## PERSONAL INFORMATION

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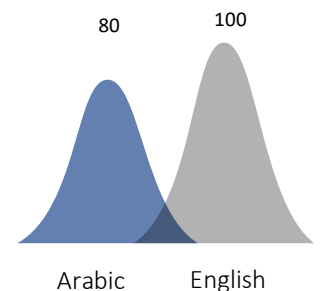
 American & Lebanese

 Beirut, Lebanon

## SOFT SKILLS



## LANGUAGES



## PROFESSIONAL SKILLS

Communication	<div></div>
Microsoft Office	<div></div>
Adaptability	<div></div>
Teamwork	<div></div>
Research	<div></div>
Leadership	<div></div>

## INTERESTS

SOCIAL WORK  
READING & TRAVELLING  
TECHNOLOGY NEWS  
FASHION ANALYTICS  
DIGITAL PODCAST  
GYM KICKBOXING