

# NOUR CHAOUI

## CONTACT



BEIRUT, LEANON



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NOURCHAOUI@HOTMAIL.COM

## LANGUAGES

Fluent in Arabic, English and French

Intermediate level in Spanish

## SKILLS

Presentation | Communication | Writing |  
Creative Thinking | Content Creation |  
Social Media Management | Digital  
Marketing | Media Strategy |  
Relationship Building | Team Player

## EDUCATION

### HARVARD MANAGEMENTOR CERTIFICATES IN

*Innovation & Creativity, Leveraging your  
Network, Persuading Others, Time  
Management and Strategic Thinking – 2019*

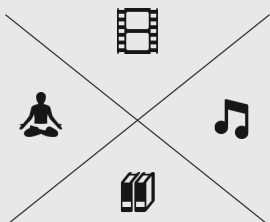
### UNIVERSITE SAINT-JOSEPH

*B.A Business Administration – 2016*

### LYCEE FRANCAIS CHARLES DE GAULLE DE DAMAS

*Baccalaureate in Economics and Social Studies  
(high honors) – 2013*

## INTERESTS



High-achieving and digital-savvy PR specialist, looking to help transform the way brands interact with customers through content. With a background in hospitality and art, I bring a curated approach to media relations and a creative perspective to social strategy.

## EMPLOYMENT HISTORY

INTERCONTINENTAL PHOENICIA BEIRUT, InterContinental Hotels Group  
*May 2017 – March 2020 | Beirut, Lebanon*

Senior PR & Communications Executive  
*2019 – 2020*

- Developed yearly communication strategy aligned with overall marketing objectives
- Planned and managed yearly PR budget
- Hosted familiarisation group press trips and media tours
- Led hotel's art initiatives (e.g. Phoenicia Hotel Art Photo ensuring third successful opening exhibition, origami art exhibition and charity auction portraying the hotel as an art hub)
- Handled promotional events (e.g. SPA Phoenicia collaboration launch, festive season opening)
- Participated in award contests (won Best Business Hotel at the Business Traveller Middle East Awards 2019, Lebanon's Leading Hotel at the World Travel Awards 2018, Lebanon's Leading Business Hotel 2019 at the World Luxury Hotel Awards 2019 and more)
- Coordinated media efforts of overseas PR agencies (GCC and UK markets) ensuring strong global placements with an advertising value of around \$1 million

PR & Communications Executive  
*2018-2019*

- Managed PR strategy of marketing and digital campaigns, including but not limited to media relations, communications plan and content creation (e.g. A story about a City and Ready to Parkour generating over 1 million views on Facebook and Define Love ensuring more than \$30,000 worth of user-generated coverage)
- Handled the hotel's barter agreements and sponsorship deals
- Initiated strategic partnerships to maintain our position as Lebanon's leading hotel (e.g. JamaloukiCon, ArabNet, Horeca, etc.)

PR & Communications Coordinator  
*2017-2018*

- Wrote, edited and translated PR and branding materials (e.g. press releases, factsheets, brochures, speeches, email leaflets and handouts)
- Built and maintained solid relationships with key journalists and influencers across the region
- Worked on social strategy and managed social media accounts, increasing Instagram reach over the last two years
- Prepared regular reports to analyse and evaluate media coverage

### CUSTOT GALLERY DUBAI

Communications Intern

*August 2016 – January 2017 | Dubai, UAE*

- Wrote bi-lingual press releases
- Developed printable materials for Dubai Design Week and Abu Dhabi Art Fair
- Supported media engagement, monitored news flow and produced coverage reports
- Managed the gallery's social media platforms and online newsletter
- Took part in the selection of artworks for upcoming shows