

ASSELE KAHWAJI

asselekahwaji@gmail.com/ +971502975250/ Dubai, UAE
Lebanese & British citizen, available to start ASAP
References & portfolio available upon request

NORTHEASTERN UNIVERSITY, BOSTON, MA

September 2015-May 2019

COLLEGE OF ARTS, MEDIA & DESIGN

BACHELOR OF ARTS IN COMMUNICATIONS/MEDIA & SCREEN STUDIES

ACHIEVEMENTS: Dean's List, Spring 2017, Fall 2018 & Spring 2019

WELLINGTON INTERNATIONAL SCHOOL, DUBAI, UAE

September 2011-May 2015

Alsayegh

Dubai, UAE

Integrated Communications

June 2019 - June 2020

Account Executive

- Creatively developed monthly social media content to ensure optimal audience outreach is maintained
- Efficiently obtained new clients and maintained relationships with existing governmental and private clients such as IMG Dubai, Carrefour, Mac Cosmetics, MAG
- Successfully organized social media campaigns and worked closely with the event's team to produce immersive brand activations
- Led internal weekly status meetings with the team to ensure successful communication between various teams and projects

London, UK (Remote)

March 2019 - Present

VacTrack Startup

Communications Consultant (Part-time)

- Develop and execute a communication plan, from creative briefs, team meetings and execution across social media platforms
- Media planning, building connections with a number of different health journals

News at Northeastern

Boston, USA

Social Media Coordinator

June 2018-December 2018

- Increased social media followers by 25% through writing and managing a social media calendar on *Sprinklr*
- Analyzed and compiled strategies to maintain audience engagement on social media
- Created and lead diverse projects such as the "NUExperience Influencer Program" which recruited members on a global scale

SKILLS

LANGUAGES: English, Arabic, French

COMPUTER: Microsoft Office, Word, PowerPoint, Excel, Google Docs, Final Cut Pro, Adobe Creative Suite: Premiere, Photoshop, Illustrator, InDesign Sprinklr, MediaMath, Google Analytics & Ads

SOCIAL MEDIA: Facebook, Twitter, Instagram, Snapchat, Pinterest, LinkedIn

INTERESTS: Travel, food, technology, dogs, film, media, ramen, hiking, nature, art, health

INTERNSHIP

BLURR STARTUP, BOSTON

January 2017-

Digital Marketing Intern

June 2017

- Generated and sourced content in interactive ways to ensure regular streams in the community
- Showcased content via Instagram in a unique way for users across multiple campuses

NARS COSMETICS, NYC

June 2017-

US Public Relations Intern

December 2017

- Supported with PR releases during new launches and New York Fashion Week
- Updated PRs, press clips, post frequency and KPI's