

TALA LADKI

CONTACT DETAILS

Mobile: 961 71 30 84 94
Email: tala.ladki@gmail.com

SKILLS

Basic Adobe knowledge
Microsoft
Social Media monitoring and listening tools

ACADEMIC PROFILE

American Univeristy of Beirut

Bachelor of Arts (2016)
Media and Communication

Lebanese Preparatory School

Lebanese Baccalaureate (2013)
Sociology and Economics

VOLUNTEER - INTERNSHIPS

Communication and Writing (Dec 2019 - Present)

Fawra
Social media management, content creation and copywriting, online community management, contributing writer

Social Media Intern (Oct - Dec 16)

Minshare MENA
Creative content creation, social media monitoring and listening, online community management for Al Safi, Kotex and others.

Outlook AUB (2013 - 2016)

Writer and Editor
Contributing writer for 3 years and Lifestyle Editor for one year

EMPLOYMENT HISTORY

Community Manager (Jan - Sept 2019)

MAD - Music, Arts, Design
Online and offline community management, social media strategy and implementation, digital media, event planning and organization, content creation and copywriting, blog writing for both MAD and Bedkon Beit (aired on LBCI)

Performance Executive (Dec, 2017 - Dec, 2018)

Omnicom Media Group - OMD Core
Develop paid ads campaigns on social media platforms in the MENA region for international clients including Jumeirah, Pepsico, HP, Fly Dubai and Tim Horton's.

Social Media Executive (Feb, 2017 - Nov, 201)

Omnicom Media Group - OMD Core
Content creation and copywriting, social media monitoring and listening, online community management for clients in the MENA including Azadea F&A brands.

FREELANCE

Researcher (May 2020 - Present)

Keef Wsolna La Hon - Podcast in partnership with Awan Media
Research topics related to Lebanese politics to be discussed on the podcast, coordination with team members and interviewees.

Copywriter (May 2019 - Present)

The Quarter8
Creative copywriter for different projects with NGOs like Adyan and organizations like Careem, content editor and social media freelancer

Community Manager (Sept - Oct 2019)

Operation Unicorn
Online community management, social media strategy and implementation, content creation and copywriting for Beirut Beer, Kassatly, Master Chips and Nuts and others.

Social Media Coordinator (Sept 2017)

Global Shapers Lebanon
Social media strategy, on-ground live coverage, digital media for Shape MENA Lebanon

Lifestyle Writing Intern (June - Sept 2015)

The Daily Star
Lifestyle events coverage and feature articles