

Qualifications

- Advanced Search Engine Optimization Certification (In Progress)
- Creative social media user (Facebook, Instagram, Snapchat, Twitter) with an ability to increase interactions and followers as accomplished in the role of a Creative Director at Pita Land.
- Created marketing strategies through promoting and selling products or services as a Creative Director at Limescent.
- Strong communication and written skills, native speaker in Arabic, French and English
- Effective user of Adobe (Illustrator, Photoshop), Acid (voice over editing), After Effect, Flash, Edge Animate – Motion pictures, and RCS system instruments/application and all Microsoft Office applications (Word, PowerPoint, Excel)

Work Experience

Radio Host- Content Creator

Fame FM Radio Station

10/2020- Present

- Morning host for a show called “Caffeine”
- Create and produce content daily from Monday – Friday
- Secure potential clients and advertisements on the station.
- Manage and prepare daily voice overs and playlists.
- Highly increase consumer engagement on all social media platforms.

Advertising Manager

Skin Society

10/2020- Present

- Work with department heads or staff to discuss topics such as contracts, selection of advertising media or products to be advertised.
- Gather and organize information to plan advertising campaigns. Including which media to advertise in, such as radio, television, print, online, and billboards.
- Create and negotiate contracts.
- Inspect layouts and lead creations for advertising content (copy write and visual).
- Initiate market research studies, analyze and create marketing strategies.
- Manage online and offline platforms (Facebook, twitter, Instagram).

Creative Director

Pita Land Canada

03/2020 – 07/2020

- Created and designed 3 conceptual wall murals within 3 weeks for Pita Land stores across Ontario.
- Worked along side designers to uplift brand logo and re-create brand image for select stores.
- Enhanced user experience Pita Land social media platforms (Instagram, Twitter and Facebook).
- Created 25 offline advertisements per store (outdoors/indoors) from placemats, menus, trucks and flyers.
- Responsible for all copywrite on all advertisements such as billboards.

Creative Director and Social Media Handler

Limescent- Digital Advertising Agency

09/2015 – 02/2020

- Managed the visual content of more than 30 international brands (ex. Nestle Toll House, Wurth, Second Cup, Buffalo Wing & Rings, Pita Land, Cherry Beauty Lounge etc.).
- Met with 5 potential clients on a weekly basis and promoted a strategy that best suits consumer needs.
- Created advertising and marketing strategies by leveraging creative visuals on social media platforms.
- Collaborated and signed off more than 10 creative visuals and tag lines daily.
- Increase the clientele list exponentially from by 50% in less than a year.

Radio Host and Content Creator

06/2014 – 06/2016

MTV-NRJ Radio Station

- Created, produced and hosted my own evening show “Kickin it with ACE”.
- Lead radio host that produced – Segments, ads, voiceovers and created over 30 segments daily for a famous show called “Morning Live”.
- Procured over 35 potential clients and secured contracts for them to purchase airtime.
- Effectively managed social media account (Twitter/Facebook/Instagram) of NRJ. Increased followers and likes by 70% and effectively used live broadcast, hashtags, mentions, and visuals.
- Managed the RCS (Radio Computing System) and prepared daily playlists. Hosted and presented NRJ live events as well as interviewed international and local celebrity/guests.

Marketing Coordinator

09/2009 – 05/2015

City of Angels - Preschool/ Nursery

- Implemented marketing and advertising campaigns by assembling and analyzing sales forecasts.
- Prepared marketing, advertising strategies and objectives.
- Planned and organized promotional presentations; updated account calendar.
- Researched competitive products/service by identifying and evaluating product/service characteristics, market, pricing, and advertising; maintaining research data bases.
- Arranged promotional materials and event organization for trips and holiday activities by coordinating requirements with graphics department, inventorying stock, and placing orders; verifying receipts.

Education

American University of Science & Technology (AUST)

09/2012 – 06/2016

Major: Advertising – Bachelor of Arts

Volunteer

Lebanese Red Cross

01/2018

On-site Coordinator

Hobbies and Interest

Basketball, DJ-ing, hiking and cooking

***Portfolio and reference can be provided upon request.**