



# Cynthia Salame

19.04.91

Cynthia.salame@gmail.com

+ 961 71 728 386

Kornet Chehwan - Lebanon

## Work Experience

**M&C Saatchi** Lebanon - 2018/present  
Senior Account Manager

**Clients:** Bank of Beirut, Zain, Mazaya (tobacco industry)

**Responsibilities:** Supervision, coordination, production, brief, client account management, strategic recommendations, financial management, digital recommendations, activations.

**Rizk Advertising** Lebanon - 2017/2018  
Account Manager

**Clients:** Sakr Group ( real estate, power, holding), Cedrus Bank, BoConcept, Casper & Gambini's, Cedar's Premium (Jalloul, Kazouza), Liban Jus.

**Responsibilities:** Supervision, coordination, production, brief, client account management, strategic recommendations, financial management, digital recommendations, launching of new products (Caspesso), TVC production (Sakr, Caspresso, Cedrus, Liban Jus).

**Spirit** Lebanon - 2016  
Senior Account Executive

**Clients:** Al Mandaloun Management: Club, Cafe, Patisserie Sur Mer, Beach Club & Ahwet al Mandaloun, Arabian Construction Company, SMEDS, Dermapro, CMAC, FNB.

**Responsibilities:** Supervision, coordination, production, brief, client account management, strategic recommendations, financial management, digital recommendations, Monitoring the competition activities and initiating new ideas to clients.

**Adrenalin Media** Lebanon - 2014/2016  
Senior Account Executive

**Clients:** Danone, Sakr, OMT, Opel, Kallasi, BBAC, Talaya.

**Responsibilities:** Supervision, coordination, production, brief, client account management, strategic recommendations, financial management, digital recommendations, launching of new products (Frozen food), TVC production (Danone).

**Publicis** Paris - 2014  
Account Executive

**Clients:** Nestle

**Responsibilities:** Supervision, coordination, production, brief, client account management, strategic recommendations, financial management, competitive analysis.

**Adrenalin** Lebanon - 2013  
Assistant Client Director

**Clients:** Danone, Western Union, BBAC.

**Responsibilities:** Project manager on Aghasarkissian pitch, quantitative survey of the target.

**SCOR** Paris - 2012-2013  
Jr Project Manager

**Clients:** Neli (Tv-box decodeur), Riello Ups.

**Responsibilities:** Development of B2B and B2C media campaigns.

**DILA** Paris - 2012  
Product Marketing Manager

**Responsibilities:** Setting up a launching campaign for a new magazine: Les Cahiers Français.

**Media Edge Cia** Lebanon - 2011  
Media Planner Assistant

**CNC Engineering** Lebanon - 2010  
Media Planner Assistant

## Education

**2013/2014:** Master in management at Ecole Supérieure de Publicité, Paris.

**2010/2013:** Bachelor in advertising and marketing at Ecole Supérieure de Publicité, Paris.

**2009/2010:** 1st year in Interior Design major (ALBA), Lebanon.

**2009:** Scientific Baccalaureate at French Lycée Saint-Exupéry (Burkina-Faso).

## Languages

**English | French | Arabic**  
**Spanish** (conversational)

## Miscellaneous

**Living Experience:** across different geographies (MEA, Africa, Europe).

**Import/Export:** experience in family business (wholesale, purchase, contract negotiation).

**Volunteering:** scouts, humanitarian missions in Burkina-Faso.

## Professional Skills

Strategy	■ ■ ■ ■ ■
Dynamism	■ ■ ■ ■ ■
Adobe CC	■ ■ ■ ■ ■
PackOffice	■ ■ ■ ■ ■
Prezi	■ ■ ■ ■ ■

## Competitions

European Commission, Sosh-Societe Generale, Delsey, Nature Addict, European Commission.