



CONTACT

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LinkedIn:
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LANGUAGES

English

Written

Spoken

Arabic

Written

Spoken

SKILLS

Highly Proficient in all Microsoft Office Programs

Proficient in Adobe Photoshop

Pronounced Public Speaking and Debate skills

Highly Proficient in Research Methods

Efficient in HTML & CSS front-end Development

SAMER WEHBE

WORK EXPERIENCE

Freelance Copywriter

Remote

2020–present

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Liaised with content partners to develop short and long-term media outreach strategies.
- Customized brand message to reach and capture target audience interest and drive engagement.

Under-Secretary General of Logistics - Global Classrooms International Model United Nations

New York, USA

2018–2019

- Directed and trained an international team of 14 to ensure smooth conference flow.
- Executed plans dealing with evacuation, session flow, and transport of supplies.
- Coordinated team meetings and conferences.
- Resolved conflicts and negotiated mutually beneficial agreements between conference factions.

Leisure and Activities Coordinator - Lakloun Village Vacance

Lakloun, Lebanon

2017 - 2018

- Developed & initiated activities for customers of different ages and background, assessing their needs and preferences.
- Implemented the necessary precautions to ensure safety and rules.
- Generated inventory on sales.

EDUCATION

BSc Business Marketing

Minored in Advertising and Public Relations

Lebanese American University

Beirut, Lebanon

2016 - 2020

- Coursework in Services Marketing, Consumer Behavior and Marketing Strategy

MSc Agriculture and Development

Reading, United Kingdom

University of Reading

- Enrolled for 2021/22

EXTRACURRICULAR & VOLUNTEER ACTIVITIES

Salzburg Global Seminar for Media Exchange

Salzburg, Austria

2018

- SAC SAC 12, "Salzburg Academy on Media and Global Change: Re-Imagining Journalism – News and Storytelling in an Age of Distrust"
Project Link: <https://medium.com/persist-reimagining-journalism>

OXBRIDGE ACADEMIC PROGRAMS: THE OXFORD SEMINAR

Oxford, United Kingdom

2015

- The seminar focused on a broad approach towards medical topics, so as to give students an overview of how diverse the field of medicine is. Basic science subjects such as anatomy, biochemistry and physiology were integrated into clinical skills.

LAU Global Outreach and Civic Engagement Seminar

New York, USA

2014

- Seminar focused on leadership skills, public speaking skills, and Diplomacy and negotiation. The seminar also discussed debate simulation and resolution formulation.