



CONTACT ME AT



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2023-02 - current

2021-05 - 2022-03

2018-09 - 2019-03

RAFFI CHILINGIRIAN

COMMUNICATIONS & DIGITAL MARKETING

Multi-talented Communications and Digital Marketing professional consistently contributed to team and organizational success through hard work, attention to detail, and excellent organizational skills. Experience in creating communication products and positively impacting on the overall project visibility. Looking to bring knowledge and abilities to dynamic, growth-oriented management role.



WORK HISTORY

Lead Communication Officer

Lebanese American University (LAU)

- Leading all communications of the MEPI-TL programs (TLU, TLG, TLS), developing strategies, objectives, and messaging.
- Coordinating with program officers on all students' success stories, promoting them via MEPI-TL website and social media
- Ensuring digital content is aligned with MEPI-TL branding guidelines and the LAU Stratcom media guidelines.
- Coordinating with MEPI-TL partners at AUB, AUC, and other institutions, as well as third parties, for joint communications.
- Working closely with US-MEPI, university communication departments, university NY offices to share periodic outreach reports, success stories, and program highlights.
- Managing student volunteers, outsourced graphic designers, and videographers for program coverage.

Senior Consortium Communications Officer (contracted)

ACTED iNGO (www.acted.org/en/countries/lebanon/)

- Leading Comms for the EU MADAD-funded consortium (Action Against Hunger, WW-GVC, Solidarités International, LebRelief) WASH project.
- **Consortium Communications Management** – Lead in Consortium Comms Working Group as focal point.
- **Content Generation:** Lead, support and contribute to the collection, production and dissemination of comms content.
- **Comms Products Monitoring and Reporting**
- **Production of Videos, Photos, Media Campaigns, Brochures.**

Communications Officer

LSESD (www.lsesd.org/)

- Developing the **strategy and content plan** for the newsletter.
- Acting as the editor for communications and social media.
- Leading the creation of the Annual Reports.
- Leading the **creation of 2 websites** from the six ministries.
- Developing and maintaining relationships with all ministries.
- Arranging and conducting interviews with guests.

2018-09 - 2019-03

2017-08 - 2018-08

2010-11 - 2015-11

Volunteer Work



LANGUAGES

- English ● ● ● ● ●
- Arabic ● ● ● ● ●
- Armenian ● ● ● ● ●
- French ● ● ● ● ●
- Turkish ● ● ● ● ●



INTERESTS

Reading, writing, researching, self-development, design and analysis, playing the Armenian musical instrument (the duduk)

Communications Officer

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Media Coordinator

IMES (part of LSESD: www.lsesd.org/tag/middle-eastern-studies/)

- Developing the yearly media and social media strategy.
- Coordinating with the **country-experts writing team**.
- Managing content of the weekly blog.
- Creating promotional videos for the programs.
- Developing press releases and liaising with national media.

UX Design & Digital Marketing

ArabiaGIS (www.arabiagis.com)

- Managing customer/corporate database.
- Designing and creating the company newsletter.
- Working on SEO and defining the keywords.
- Creating video & infographics to generate interest and leads.
- **Results:** better visibility & branding and enhanced relationship with customers and business partners.

Leading Communications Unit

Chanitz.org

- Managing a team, as well as photos/videos of events, and editing the visual assets for the blog and social media.
- Initiating a podcast and conducting interviews.
- Designing and creating the e-newsletter and managing the database - **Results:** better visibility & branding and enhanced relationship with followers and partners.
- Creating the **annual programs and their budgets**, designing the proposal, applying for grants, monitoring & reporting.
- Fundraising by approaching educational institutions, and businesses and providing them ad space on the blog. Eventually, **successfully raising 7,000\$ in 5 years.**



EDUCATION

Bachelor of Science in Computer Science

Hagiazian University

- Dean's List [2003]



CERTIFICATES

Google Project Management

<https://coursera.org/share/566a6394974f2765184f376aa7e31e82>

Master Communication Module - by EU HQ in Brussels