

Joelle Basbous

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Lebanon - Fanar

PROFESSIONAL EXPERIENCE

- 2014 – Present **MTV** **Naccache, LEBANON**
Television channel
Account executive in the sales and marketing department
- holding a portfolio of local and international clients to identify their advertising requirements
 - meet with clients to get a thorough understanding of their advertising and promotional needs, the budgets earmarked for these activities, target audience and other critical demographics, market and competition information
 - stay in touch with the current clients and solicit new business and potential clients by presenting the monthly grids, proposals and deals in collaboration with other members of the agencies
 - coordinating with international advertising agencies to meet clients' expectations
 - assisting the head of sales & marketing in the development of marketing strategies
 - supporting the head of sales and marketing in gaining client approval by helping out with presentations and feedback sessions
 - handling budgets, managing campaign costs and invoicing clients
 - assisting in booking regular campaigns, sponsorship packages, documentaries and clients' interviews
 - conducting tons of market research and collecting information about consumer behavior
 - assisting in proposal's and media planning preparation for clients and agencies
 - managing day-to-day affairs and ensuring customer satisfaction
- Sep. 2017 **Freelancer – Reporter** **LEBANON**
• interviewing 35 people for 3 high-end events and 4 Avant-premières

EDUCATION

- 2018 **Notre-Dame University – Louaize – Zouk Mosbeh** **LEBANON**
Masters of media studies degree (concentration in advertising)
- 2017 **Lebanese Film Academy & Club** **BEIRUT, LEBANON**
Acting classes with Mrs. Takla Chamoun
- 2014 **Certifications: IAA (International advertising association)**
• diploma in marketing communication
• selected to represent NDU at the first IAA Dubai Apprentices Conference
- 2013 **Notre-Dame University** **LEBANON**
Bachelor of mass communication degree (major in advertising & marketing)
Graduated with distinction
- 2010 **Lycée Français International de Riyadh** **RIYAD, KSA**
Scientific BAC II

ADDITIONAL INFORMATION

Trainings: MTV Lebanon: assisted in editing animation and promotions for MTV programs
Adrenalin Advertising Agency: assisted in client servicing department
Ya Hala Hostess Agency: assisted in welcoming the guests at the weddings

Computer skills: MS Office (Word - Excel - Power Point - Microsoft Project), Ariana, Statex, SPSS, Adobe After Effects CS4 –Adobe Photoshop CS4

Seminars: gave two seminars at Notre Dame University about the role of a sales representative

Hobbies: playing piano, listening to music, traveling

LANGUAGES

Arabic (Native), English (Fluent), French (Fluent)