

# SALAM RASHEED

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Beirut, Lebanon  
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## EDUCATION

**Notre Dame University (Shouf Campus- Deir El Qamar)**  
**Spring 2014-Spring 2017**

- Bachelor degree of Arts in Advertising and Marketing
- GPA: 3.47 (Dean's List Academic recognition)
- Completed courses: marketing, media, design, photography, and public relations.

**Batloun Official High School (Batloun-Al Shouf)**  
**2012-2013 Bac II Sociology and Economics**

## EXPERIENCE

### PROPKE

**BEIRUT, LEBANON**

**June 2019 – present**

#### Guest experience manager:

Handling guest experience, and managed a guesthouse

- Answering incoming calls and replying to Hotline inquiries.
- Managing reservations and room/apartment allocation.
- Processing different forms of payment.
- Coordinating bell service and staff.
- Communicating with the guests to ensure appropriate experience.
- Coordinating with maintenance teams and suppliers to resolve urgent technical difficulties.
- Organizing and updating the guest review data base.

### COMMUNICATE LEVANT MAGAZINE

**BEIRUT, LEBANON**

**September 2017 – August 2018**

#### Journalist:

Handled editorial content: stories, features, and interviews

- Communicating with advertising/communication industry.
- Attending events, round tables, new product launches and covering them in the magazine,
- Managing editorial calendar and planning quarterly content.
- Managed the content of the Book of tens, 6<sup>th</sup> edition.( research, angles, categories, stats)

#### Social media executive:

Handled digital content: stories, features, daily/weekly posts, and interviews.

- Researching the latest trends on advertising and the communication industry
- Scheduling daily posts.
- Scheduling weekly calendar.
- Boosting the page and posts when needed.
- Brainstorming with the editorial and commercial team on the best angles to tackle industry issues and trends.

- Managing traffic and data on the website and pages.

**MEMAC OGILVY**

*August 2016*

**BEIRUT, LEBANON**

- Internship at the client servicing department in Memac Ogilvy, Sin I Fil- Lebanon

## **LANGUAGE**

- Fluent and proficient in both Arabic and English

## **PROFESSIONAL SKILLS**

- Adobe Illustrator
- Adobe Photoshop
- Business communication
- Time Management
- Multitasking skills
- Working Under Pressure
- Communication Skills
- Organization Skills

## **REFERENCES**

Available upon request