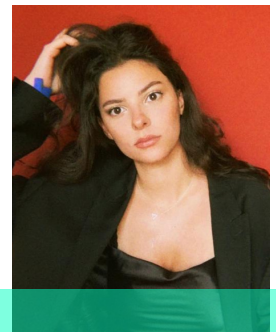


Lara Nassereddine



Creative & motivated media & communications graduate with great interest for all things digital, marketing, technology, giving back to the community working with NGO's & photography.

Work Experience

Social Media/Marketing Intern

Weber Shandwick

Nov 2020 – present

- Assist the SM & Account management teams on the day to day operation
- Create weekly and monthly editorial calendars to promote company brands on various social media channels
- Assist in Campaign ideation & execution
- Track social media engagement to identify high-performing ideas and campaigns for scalability

Marketing Coordinator

Weynon (App)

Feb 2019 – July 2019

- Content creation for App Launch
- Supported in Production planning and on-ground execution
- Talent on Shoots for Videos
- Organized & supported the marketing team for Social media content creation, editing and planning

Student Mentor

Kayany Foundation (NGO)

Feb 2017 – May 2017

- Helped provide support for the Syrian Refugee kids that are present in Lebanon at their schools
- Prepared and Implemented weekly plans for the kids to help engage them in different activities
- Teaching kids communication skills such as English and Math and extra-curricular activities

Educational History

BA in Media and Communications American University of Beirut (AUB)

Sep 2015 – May 2020

Focus on Public Relations, Advertising, Media Production & Marketing

High School Diploma City International School

Sep 1999 – June 2015

- Head of School Council
- Head of Prom Committee
- Fundraising
- Event Planning

Volunteer Work

Sa3ed Tas3ed (NGO)

June 2020 – Present

- Social Media Executive: Creating awareness on their SM pages to obtain more volunteers and donations
- Food distribution, packaging & cooking for families in need after the Beirut Explosion

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Available in the UAE from November 5 till January 3