

Vanessa Helayel

Jounieh-Sarba - LEBANON - PHONE: 00961 70 088678 - vanessa-helayel@hotmail.com

QUALIFICATIONS

- Hard working, detail oriented, able to multi-task with a good time management
- Experience in combining technology and marketing to create stronger impressions in the digital world
- Excellent listening and communication skills
- Effective organizational and interpersonal skills and ability to coordinate with technical and operational resources
- Able to learn and apply quickly and effectively

EMPLOYMENT HISTORY

2017 – Present	Senior Account Manager/Digital Project Manager, FRESH, Lebanon-Australia
2015 – 2017	Business & Digital App strategist, TEDMOB, Dbayeh, Lebanon
2013 - 2015	Account Manager, apps2you, Hazmieh, Lebanon
2014 - 2015	Anchor, LBC Sat, Beirut, Lebanon
2012 - 2014	Freelance writer, Lean Magazine
2011 - 2013	Anchor, Sat 7 TV, Studio Haroun, Fanar
2008 - 2009	Anchor, Waseet TV, Studio Vision, Naccash, Lebanon

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

Business and Management – for Enterprises and Entrepreneurs

Account Management

- Responding to tender documents, writing proposals, defining features for customized platforms (apps/websites, ecommerce solutions,...); managing project scope, delivery schedule and costing
- Gather business and technical requirements to create and present the description of the functional flow and implementation plan
- Handling all client communication, attending meetings with clients/partners, preparing & delivering presentations
- Supporting clients with their launch strategies & campaigns
- Attending industry seminars and conferences allowing to evaluate the latest technologies that can potentially help grow the business (Arabnet, BDL,...)

Project Management

- Creating customer journey maps and user flows
- Assisting in the design process: wireframes, design mockups, UI/UX
- Leading projects and ensuring successful deliverables
- Liaising with development team and guaranteeing the project is working smoothly and efficiently
- Supporting in performance and functional testings

Program Management, Appreneur for Entrepreneurs & startups

- Assisting in TEDMOB's Startups Program: consultancy, pitch deck presentation support, user flows, monetization plan, ..

Digital Activations Planning

- Researching & pitching digital activation concepts
- Combining both technology and marketing by creating strong digital activation campaigns to create a deeper level of engagement

Broadcasted Media and Communication

Editor and TV Presenter

- Hosting a fashion program entitled "Runway" on LBC SAT
- Hosting a social program entitled "Magazteen" on Sat7
- Hosting a live broadcasted daily entertaining program entitled "TABEK L ASEL" on Waseet TV
- News anchor training at ANB TV

Founding Member – Sancta Maria Network (a christian platform)

- Handling SMN application: road map, architecture and workflow, UI/UX, testing, etc.
- Organizing fundraising events and supervising SMN social media platforms
- Representing SMN on different media channels

Freelance Writer

- Writing articles on a variety of topics in Lean Magazine, a Saudi female healthy lifestyle magazine (Sports section)

Teaching

- Instructing, explaining, and demonstrating techniques and methods of dance with musical or rhythmic accompaniment, to students of various ages

EDUCATION

2020	The Complete Product Management Certificate Online Course - Udemy
2017	Digital Marketing Certificate ESA Business School , Beirut, Lebanon
2009-2013	B. A in Communication Arts emphasis in Public Relations, GPA: 3.6 American University of Technology , Halat, Lebanon
2009	Official baccalaureate (Life Science), Collège Notre Dame de Louaize , Zouk Mosbeh-Lebanon (2009)

LANGUAGES

English, Arabic (spoken & written)
French (Fair)

COMPUTER SKILLS

JIRA, Avid, Cubase, Windows, MS Office, Internet

REFERENCES

Available Upon Request