

**- Nadine Daaboul -**  
**Marketing Manager and Project Coordinator**

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As a versatile project manager in the marketing, advertising, and event management field, I have successfully handled a wide range of projects and tasks across diverse industries. My responsibilities encompassed coordination, planning, creative development, and execution resulting in effective project delivery and client satisfaction.

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**PROFESSIONAL EXPERIENCE**

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**American University of Beirut, Lebanon • Event Coordinator** 08/2023- 11/2023

- Strategically allocated resources and responsibilities, devising role-specific task lists to streamline workflows and ensure efficient event delivery.
- Cultivated strong collaborative relationships with C-suite executives, internal teams, and external vendors, fostering open lines of communication and aligning all stakeholders with the event vision.
- Prepared and determined key performance indicators and surveys to monitor the success of the event and recognize the areas for improvement.

**Pegasus Strategic Communication, Lebanon/UAE/KSA • Project Coordinator** 12/2021 – 1/2024

- Coordinated and implemented projects in marketing, advertising, and event management for high-profile clients such as Dubai Racing Club, Hyperpay, Top CEO, Kinder Chocolate, Vivaticket, MENA Effie's, Ferrero Rocher, 3M, Napco, Mars and MDL Beast.
- Proven expertise in project planning, coordination, and execution to ensure on-time and successful project completion.
- Created and executed marketing strategies such as social media campaigns and paid media initiatives.
- Oversaw creative processes such as logo redesign, design concept creation, and storyboarding.
- Worked closely with clients to understand their goals, deliverables, and expectations, resulting in high client satisfaction while managing budgets, resource allocation, and timelines.
- Contributed innovative ideas and strategic insights to improve project outcomes and deliverables.
- Managed post-production processes such as editing, revisions, and final product delivery.
- Exhibited strong attention to detail, ingenuity, and problem-solving abilities throughout all project phases.
- Created detailed project documentation, such as briefings, storyboards, and reports.
- Adapted to shifting project requirements and priorities while maintaining a high level of professionalism and quality.

**American University of Beirut, Lebanon • Communications Officer** 11/2021 - 06/2022

- Managed the day-to-day digital communications activities of MEPI TLP, ensuring effective dissemination of information.
- Created and implemented engaging social media content, resulting in increased audience engagement and brand visibility.
- Advised on the development of website and platform layouts, contributing to an improved user experience.

- Coordinated the production of diverse information products, including audio/visual communications, to effectively convey key messages.
- Drafted and edited communications material, including infographics, text, newsletters, and promotional materials.
- Maintained consistency in the use of branding elements, including logos and layouts, as per MEPI requirements, in all communication materials and public events.

**Phoenix Agency, Lebanon • Social Media Expert**

04/2021 – 06/2021

- Designed social media strategies spanning 6 months for multiple clients. tracking the following KPI's: follower growth, engagement, and social sentiment.
- Surpassed our company's monthly client acquisition target by 15%.
- Promoted and boosted posts using Facebook's Ads Manager.
- Analyzed reports from Business Suite to make informed changes to strategies.

**WESPEQ, Lebanon • Chief Marketing Officer**

01/2021 – 04/2021

- Devised a six-month marketing strategy.
- Supervised design team to create social media content, and assisted in copyrighting to appeal to our target audience.
- Curated website content, design, and structure to reflect corporate identity.

**Beirut AI, Lebanon • Marketing and Community Manager**

06/2020 – 12/2020

- Generated 500 additional Instagram followers after engineering a three-month marketing strategy and launched the “AI Weekend” campaign.
- Increased engagement by 30% by redesigning the content calendar to better suit our target audience. Developed insightful reports with data extracted from Google Analytics.
- Communicated with clients using scripts to develop strong customer relationships.
- Designed a social media kit to enforce brand identity.

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## **EDUCATION**

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**Bachelor of Business Administration • American University of Beirut, Lebanon**  
Graduation Year (June 2021)

**Key courses:** Digital Marketing, Digital Content Creation, Brand Strategy and B2B marketing