

SOURAH CHALGHANIAN



Contact

Address:
Dekwaneh, Beirut, Lebanon

Phone:
00961 70 722 474

Email:
Sourah.chal@gmail.com

General Information

Date of Birth: 18/06/1991
Nationality: Armenian & Lebanese

Languages

Arabic, Native Language
French, fluently read and Written
English, fluently read and Written

Summary

A detail- oriented event planner and marketing coordinator, experienced in communication, project management, plans development, budgeting, and implementation of effective solutions in marketing and events coordination seeking to design and execute high end events for Public and Private sector.

Strong background in project management, events planning, advertising, Protocol and Public Relations.

Skill Highlights

- Project management
- Budgeting & cost control
- Venue & Travel Coordination
- Vendor negotiations
- Social Media & online Marketing
- Strategic planning
- Protocol and Public Relations
- Clients & VIP Relations
- Conference & meeting planning
- Event Production & management

Experience

Presidential Palace, Lebanon

Head of Events Department
Coordinator of the First Lady's office
Protocol officer

January 2020 - Present

Event Coordinator – Events Department
Coordinator of the First Lady's office
Protocol officer

February 2017 – December 2019

- Coordination of all activities and events operations related to the First Lady (Meetings, Events, Visits, Projects, travel, etc.)
- Coordinate all events operations at the Presidential Palace including official/state visits, conferences, summits, concerts, special holidays, social and ceremonial events, etc.
- Outlining the scope of events, including time, date, location, budget and Protocol management
- Liaising with vendors and stakeholders to get bids and determine best fits for the budget and goals of the event
- Negotiating and managing vendors contracts
- Coordinating event logistics and services, including technology and equipment needed to run the event, catering, furniture, set-up, tear down, flowers & decoration, seating plan, etc.
- Managing all the installation and dismantling process of the Events
- Preparing detailed schedules and timelines
- Training staff
- Communicating with marketing team to create effective advertisements for each event
- Finalizing event materials content and production in coordination with designers to produce all the needed materials (Invitation cards, menu design, gifts selection, registration lists, seating cards, and all related materials, etc.)
- Assessing events overall success and submitting findings

Experience

Feer McQueen - Communication Agency

Digital Marketer

June 2016 – February 2017

- Monitoring Social Media including content creation, budgeting and boosting, contests, giveaways, and other digital projects
- Measuring and reporting on the performance of all digital marketing campaigns
- Identifying the latest trends and technologies affecting the industry
- Working with the creative team on brainstorming sessions and innovative growth strategies
- Writing newsletters, press releases and other content for clients

JK – Advertising Agency

Account Manager

June 2015 – June 2016

- Meeting and liaising with clients to discuss and identify their advertising requirements
- Managing briefing sessions and assisting with the formulation of marketing strategies
- Preparing press release and other media content
- Managing Media relations and Media booking
- Social Media monitoring and content creation
- Preparing Monthly reports for clients evaluating the effectiveness of campaigns
- Managing budgets and campaign costs
- Pitching new clients to secure new business for the company

Aalamoki.com – Online Magazine

Editor and Public Relations officer

October 2014 – May 2015

- Writing articles and press releases (covering trending celebrity news, fashion shows, beauty trends, lifestyle, health etc.)
- Social Media monitoring and content creation
- Handling Media relations
- Updating the website of the magazine
- Preparing monthly traffic reports
- Attending and covering Events

Parwood

Public Relations officer

December 2013 – June 2014

- Handling relations with clients, agencies and suppliers
- Handling Media relations and Media booking
- Social Media monitoring and content creation
- Organizing all the administrative work
- Meeting with clients and closing deals
- Preparing monthly reports

Experience

June 2011 – September 2013

Assistant Manager
Public Relations officer and customer support internship
Public Relations and Media relations Internship
Public Relations and Media relations Internship

Babylon pub and restaurant
Al Rawabi newspaper
Chameleon advertising
Memac Ogilvy - Lebanon

Education

September 2015	Masters in Corporate Communications	Lebanese University
June 2013	Bachelor’s degree in Public Relations and Advertising	Lebanese University
July 2009	Lebanese Baccalaureate degree – Life science	Oriental Collage, Lebanon

Computer Skills

Word Press, Google analytics, Movie maker, Microsoft (Word, Excel, PowerPoint, Outlook)