

Celine Aljamil

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Portfolio: www.celinealjamil.com

Education

American University of Beirut (AUB)

Bachelor of Arts in Media and Communications

and a minor in creative writing

08/2018–05/2022 | Beirut, Lebanon

GPA: 3.3

Relevant Courses Taken:

Narrative Journalism, News Reporting and Writing,
Writing for Advertising, Advanced Academic Writing,
Tutoring Writing, Creative Writing
and Public Opinion Theory

Experience

Communication Officer for digital campaigns within civic engagement

11/2023 | Beirut, Lebanon

- Wrote and produced internal and external communication materials aligned with the mission and vision of the organization, to promote the organization's brand, activities, products, and services
- Conducted field visits to create content such as NGO success stories and interview scripts, to collect means of verification and meet client/donors' requirements
- Organized events and facilitated discussions to amplify and enhance outreach activities

Fellow in Curation and Production | Haven for Artists

04/2023–07/2023 | Beirut, Lebanon

- Contributed to creative input and ideation for activities while assessing cultural impact and community engagement, under the mentorship of the creative director
- Supported in production by organizing event installations and coordinating logistics to ensure smooth execution of events
- Cultivated comprehensive knowledge in program planning and implementation, working with the team to understand resource allocation, budgeting, and evaluation

Project Assistant in Experience Design | Jack Morton, part of IPG

09/2022–03/2023 | Dubai, UAE

- Supported on conceptualizing creative and innovative experiential marketing campaigns catered to the GCC market
- Collaborated with cross-functional teams to design brand experience journeys, activations, and installations
- Researched industry trends, comparable event landscapes, and consumer behaviour to identify new opportunities, and enhance campaign effectiveness
- Wrote and edited creative copy in English, adopting the TOV of several brands across various industries: retail, governmental, and food and beverage
- Took part in a multi-agency workshop to better understand how to scale a brief, activate partnerships with social media giants, and capture the client's vision

Creative Event Manager | Documented Experiences

07/2017–2022 | Beirut, Lebanon

- Organized and hosted 35+ events over 4 years, fostering a community of creatives through discussions, spoken word poetry and open mic nights to film screenings, workshops, art showcases, and writing circles
- Managed and edited a literary web magazine, exploring digital publishing and SEO/readership outreach
- Directed creative campaigns across idea implementation, artistic execution, and audience outreach, driving conversations on social media and attracting literary contributions to the online publication

Skills

Junior proficiency in

Creative Ideation and Conceptualization, Research and Strategic Thinking, Event Design and Planning, Community and Project Management, Content Creation, Copywriting, Reporting, Digital Publishing, Social Media Management.