

# GRACE HADDAD

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## EDUCATION

**Advertising and Marketing Communications | Lebanese University, Faculty of Information 2, Jdeide**

2020 – PRESENT

**Lebanese Baccalaureate LS | Rosary Sister's School, Jbeil**

2012 – 2020



## EXPERIENCE

**Social Media Coordinator (Instagram-Facebook)**

**Eddésands Hotel & Wellness Resort | @eddesands**

MAY 2021 - PRESENT

- Maintain the resort social media presence.
- Scheduling and posting content that promote the resort amenities: pools, beach, restaurants, hotel, SPA & events.
- Planning weekly social media strategy
- Communicating with clients through DMs and taking reservations.
- Dealing with Lebanese media pages to promote the resort (Beiruting, Whatsuplebanon, Lebteivity)
- Researching marketing trends and encourage audience engagement.

**Social Media Advisor (Instagram-Facebook)**

**ClIC Armoires in Montreal, Quebec | @clicarmoirs**

2020 - PRESENT

Remotely planning the company's social media plan.

**Exhibition Organizer**

**Summer Exhibition at Eddésands Hotel & Wellness Resort**

JUNE – JULY 2021

- Brainstorming and implementing the exhibition content and procedure.
- Communicating with the exhibitors (signing agreements – direct communication before, during and after the exhibition)
- Managing floor-plan, set-up, tear-down and clean-up operations.
- Coordinating an effective plan with the team the event objectives and goals.

**Social Media Coordinator (Instagram)**

**@cyber.positivity**

2020

Content creator for posts and stories, keeping the page up to date with its designs and contacting other pages for collaborations and more (university project).



## SKILLS

- Excellent in Microsoft Offices (Word, Excel, PowerPoint).
- Fluent in Arabic, English and French (TOEFL ITP 550/677).
- Designing and Editing (Photoshop, Canva...)
- Innovation and creativity.
- Excellent communication skills.
- Multitasker.
- Leadership.



## ACTIVITIES

- Leader in “Association des Guides du Liban Groupe Frères Maristes Jbail”:  
-Prepare activities for girls aged 6 to 7 years.  
- Member in community service workshops: Wall of Kindness Byblos, A Smile In A Box, Red Nose...  
-Volunteering: beach cleanups, collecting necessities for families during Christmas and Beirut explosion.
- Certificate in UX Design from Google.
- Certificate in Social Media Management from Facebook.
- Certificate in Initiating and Planning Projects from University of California, Irvine.
- Certificate in “Maintien et Actualisation des Compétences 1 et 2” from Guides of Lebanon.
- Certificate in “ Attestation De Formation De Base “ from Guides of Lebanon.
- Certificate of participation 14th GC LAU MUN: Participated as a delegate in 2019.
- Certificate of helping the elderly in Sisters of the Blessed Sacrament Senior Homes, Kfarmashoun-Jbeil.



## HOBBIES

- Photography.
- Editing (videos, pictures).
- Designing logos.
- Writing (for social media advertising).
- Drawing.
- Swimming.