

Joey Geadah

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Education

Lebanese American University (LAU), Beirut

October 2012 – January 2015

M.A. in International Affairs (High Distinction)

Lebanese American University (LAU), Beirut

September 2007 - June 2010

BS in Economics (Major) (Honors)

BA in Sociology (Minor) (Distinction)

Certifications

- Certified Product Manager (CPM) by the Association of International Product Marketing & Management (AIPMM).
- Certified Innovation Leader (CIL) by the Association of International Product Marketing & Management (AIPMM).
- Certified winning communicator of the AMWAJ Water & Energy Mediathon – by KAS, CEWAS & REVOLVE, October 2020.
- MENA Diplomacy Academy – Climate by KAS (Konrad Adenauer Stiftung) & MEDRC – Berlin, Germany November 2019.
- Certified Trainer & Public Speaker by Aie Serve upon an 8 months of a ToT Program in 2018.
- Certified by Harvard & the UN (WMUN), as the Representative Delegate of Lebanon in the WHO (World Health Organization) committee (Belgium, March 2014).
- RIA (Regulatory Impact Analysis) Certification, introduced & sponsored by Booz-Allen-Hamilton, USAID Lebanon, Amideast & CCIA (Chamber of Commerce Industry & Agriculture) under the support for Lebanon's Accession to the WTO program.

Languages

English, French, Arabic (All fluently written & spoken) & Italian (Moderate: Learning Process)

Professional Experience

University Instructor, Lecturer & Faculty Member
Phoenicia University

March 2020 - Present

Award-winning Communications & Intl. Affairs Advisor | Certified Trainer | Thought Leader
Top Tier Think Tanks - Media Agencies - NGOs - Research Entities - Investment Firms

March 2016 - Present

- Leading & managing an exhaustive portfolio of communication strategies, outreach campaigns & content advisory projects across Lebanon, the MENA region, Europe (primarily Germany, Switzerland, Italy) & the US - among other countries.
- Training & Keynote Speaking at international forums & conferences regarding: International Affairs, Media & Communications topics, Civic Engagement & Outreach, Democracy & Rule of Law, Youth Empowerment, Women Empowerment, Gender Equality, Economic Development, Social Entrepreneurship, Climate Change, Water Sector, Educational Sector, Non-Formal Learning & Leadership Management - to name a few.
- Acting as a regular contributor & columnist to regional & global inter-sectoral institutions & prominent media outlets, by conducting written analyses & commentaries regarding Lebanon, MENA & International relations.

Regional Specialist - Content, Insight & Product Development
Carma - Global Media Intelligence Provider (Lebanon/UAE)

July 2018 - October 2018

Head of Communications
AddBloom

January 2017 - September 2017

- Managed & led the communications & social media department (organizational - creative & strategic).
- Advised & supervised external & internal communication activities of the agency in terms of Thought Leadership, Keynote speaking, the development of an overall communication strategy, refining the agency's corporate identity, raising awareness of the agency's profile & leading premier publications across the spectrum.
- Built & signed strategic partnerships & sponsorships with prominent entities.
- Recruited, trained, supervised & guided qualified personnel (communications executive, social media managers, community managers & interns).

Product, Account & Communication Management
Thomson Reuters (Lebanon/UAE)

March 2013 – January 2016

- Advised Thomson Reuters' personnel & teams (i.e. Content, Product Management, Marketing, Sales, Technology) regarding the company's existing & potential MENA content sets & offerings (internal communication).
- Acted as point of contact/reference for premium global client base & users (external communication).
- Led & managed the companies' premium services through content generation, marketing activities, sales inductions, advisory services, keynote speaking & market research across all MENA sectors & economies; at a later stage, my mandates evolved into targeting global outreach (particularly Europe, North America & Asia Pacific).
- Created & led unified written content templates & platforms for all MENA premium offerings' content sets (e.g. monthly newsletters, quarterly bulletins, acquiring special contributions & partnerships).

Senior Research Analyst/Team Leader (Investments)
Zawya -Thomson Reuters (Lebanon/UAE)

January 2013 – February 2013

- Led & identified MENA investment research opportunities & economies via market research, advisory services & relationship management.
- Community building & management across the MENA region within the corporate & governmental job segments, formulating an extensive contact base within 25+ sectors & countries. (i.e. ranging from Ministers, Government Officials, C-Levels to junior positions & interns).
- People Goal: Created a high-performance culture by managing effectively, differentiating performance, developing talent & building diverse teams.

Research Analyst
Zawya -Thomson Reuters (Lebanon)

March 2012 – December 2012

- Developed a MENA Bonds community & built relationships with influential figures within the MENA investment space.
- Acquired third party providers (i.e. News, Reports, & Special Contributions).
- Conducted written analyses by establishing the MENA's first Bonds markets' monthly newsletter, reports & quarterly bulletins- which were posted on Zawya's official website & social media platforms. Due to their influential success, these analyses were used as regional references.

**Research Associate
Zawya (Lebanon)**

March 2011 - March 2012

- Assisted in creating the first comprehensive MENA Bonds Monitor from its infancy steps to the phase of initiation.
- Assisted in proposing a full-fledged MENA Bonds investment program for corporate & governmental investors.

**Payroll & Accounting Associate
Lebanese American University (LAU)**

January 2009 - February 2011

- Bank Reconciliations.
- Account Payable Analysis.
- Amortization Scheduling.
- Oracle training, testing, & implementation on HRMS.
- Calculation & conducting of Journal Voucher

Computer Literacy & Software Skills

Microsoft Suite (Word, Excel, PowerPoint, Access) - Thomson Reuters Eikon - Google Analytics – SharePoint LMS- Prezi - Canva - Oracle - Eagle Eye - Salesforce - Zendesk - Social Bakers

Portfolio of Publications & Advisory Productions

- Leading & managing 100+ communication strategies, outreach campaigns, content advisory projects, workshops & trainings (Ongoing to Date)
- An Official TED Talk Speaker – “A Transcendent Communication Amid a Pandemic? Tell Less, Share More!” (June 2021).
- A Recipe for Failure? Raw Corruption with a Pinch of Dysfunctional Democracy (February 2019).
- A National Communication Strategy Amid the Upcoming Lebanese Parliamentary Elections (March 2018).
- Secular Political Communication in Lebanon (October 2016).
- The 2016 Municipal Elections: Lebanon’s Lifeline for Democracy? (July 2016).
- Lebanon: the role of the fourth estate in the refugee crisis (June 2016).
- MA thesis "The Political Economy of Clientelism in Lebanon" (will be published as an academic book).
- 50+ analytical reports, monthly newsletters & quarterly bulletins regarding International Affairs & MENA Debt topics.
- Educational System in Bahrain: "Pedagogy Avant-Gardist" (Research Study).
- The Armenian Community in Lebanon as "The Seventh Community" (Research Study).
- "A Roofless Economy" which discusses the concept of mortgages & their influential effect on the world's financial crisis.

Civic Engagement & Outreach

- Elected as Board Member & Advisor of the Lebanese American University (LAU) - Beirut Chapter & Alumni Chapters Worldwide, since January 2018.
- Trainer & Mentor with Injaz - on SDGs, Communication Topics, Youth Empowerment, Women Empowerment, Democracy & Rule of Law, Gender Equality among other topics!
- Acted as the Talks Manager at Noble Manhattan Coaching, a global leading & award winning coaching entity.
- Youth Ambassador & Advocate for Non-Formal Learning at GIZ-ZFD (Gesellschaft für Internationale Zusammenarbeit) Civil Peace Service.
- Trainer & mentor with Aie Serve.
- WMUN (World Model United Nations) – Alumnus & Member.