

Sole Makdissi

PR, Marketing & Social Media

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Location: Dubai

Nationality: Syrian



I have worked in Journalism, media, and marketing departments (social media & PR) for the past 8 years. This gave me the practical knowledge and excellent experience that will allow me to do an excellent job wherever I go.

My previous work experience has been in the marketing sector, in addition to having my own radio program that gained high listenership. Keen to secure a role that utilizes my experience and passion for PR and social.

Jan 2022 – March 2022: Account Manager (temporary)

Impact Porter Novelli / BBDO

- Responsible for OPPO new mobile launch event
- Come up with ideas to launch the event.
- Exploring venues, locations & places that suitable the idea.
- Following the media plan during the 3 months.
- Writing Arabic Press Releases & Publishing the Press Release to media in UAE & Lower Gulf.
- A day-to-day collaboration with Media & Influencers.
- A day-to-day contact person with the client to deliver what needed

Feb 2021 – Sept 2021: Account Manager, social media

Marketing Avenues Agency

- Content creating, Publishing & managing clients' pages.
- Delivering monthly reports about the improvements & SM Insights.
- Collaborating with SM influencers & bloggers to boost our pages.
- Work with creative and brand marketing teams for concept development in ongoing and seasonal campaigns.
- Develop, implement and maintain comprehensive social media strategies that align with brand strategy.

Nov 2018 – March 2019: Journalist

Radio BBC Arabic, Xtra Show

- Reporting the latest news to the show.
- Interviewing the Syrian figures.
- Focusing on the social & the big events in Syria.

Nov 2015 – Nov 2020 - 2019: Account Manager

Memac Ogilvy

- Clients: MTN – LG – Arab Bank – UNICEF
- Presenting campaign ideas, pitches and costings to clients.
- Develop, implement and maintain comprehensive social media strategies that align with brand strategy.
- Utilize social media best practices and provide insights to achieve brand and business objectives.
- Continually evaluate the social media and digital landscape for innovative/new platforms being launched to determine viability for brand and how to implement into digital/overall marketing strategy.
- Maintain oversight of overall community management and development of the social media calendar as well as provide creative briefs in order to guide in the development of social assets.

- Collaborate with PR team to develop blogger strategy, tactics and implementation and ensure that initiatives are in line with overall brand marketing strategy.
- Provide support for any wholesale partner initiatives to ensure messaging is brand appropriate.
- Work with creative and brand marketing teams for concept development in ongoing and seasonal campaigns.

Nov 2017 – Aug 2021: Radio Presenter & Editor

Arabesque FM 102.3 FM Syria Radio Station

- Presenter & Editor for the "Hello Sole" show targeting Social and youth society.
- Presenter & Editor for the "Captain Sport Show" with the MP Tareef Kotrash. ➤ Won the trophy for
- "best sport radio program" by the Syrian Journalists Union.
- Presenter & Editor for News Segments.

Additional Experience

- May 2015 – Sept 2015: Media Coordinator, Syria Trust
 - Nov 2013 – Sept 2016: Journalist (freelance), Al-Binaa Newspaper
 - Feb 2012 – Jan 2013: Presenter & Editor, Fuse FM Syria
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Education

- French literature, 4th year, University of Damascus.
 - Diploma in Mass Media, Journalism & Broadcast the Syrian International Academy.
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