

# Hilana Nasser

Digital \_\_\_\_\_ Storyteller

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## Skills

Ai (Intermediate Level)

Active Listening  
Autonomy  
Brainstorming  
Research

English (Professional Level)  
French (B1 Level)  
Arabic (Native)

## Profile Summary

A grown-up kid with more than 4 years of experience in the digital industry. Focused on adopting a proactive & collaborative mindset in the work environment with a vital pulse for music, technology, modern art, & interactive design.

## Education

### Bachelor's Degree in Advertising Design

The Lebanese International University

(2011-2015)

Relevant Coursework: Advertising Copywriting, Advertising Creativity, Advertising Storyboard, Design Software I, Introduction to Communication Studies, Media Laws & Ethics, and Psychology of Advertising.

## Workshops

→ Selected as a participant in the **Acting Lab workshop** led by Lebanese theater & performing arts professionals at Loyac Lebanon.

**Final Performance: Scripted Monologue.**

(May 2021 - October 2021)

→ Joined 15 professional performers in an **intensive clowning masterclass** led by **Francois Cervantes & Catherine Germain** from Cie L'entreprise at Hammana Artist House. (September 2021)

## Volunteer Experience

### Beit el Baraka (Lebanese NGO)

Contributed 150+ hours of inventory, data entry, and digital archiving. (2021)

### WordPress.org

Participated in the annual "do\_action" Beirut Hackathon and assisted the WordPress Beirut Community in the creation of their website content. (December 2019)

### Y-PEER (The Youth Peer Education Network)

Succeeded in implementing the project's work plan and assisted in awareness campaigns on HIV/AIDS, sexual reproductive health, and gender equity. (Summer 2009 & Summer 2010)

## Professional Experience

### Freelance Play Poster Designer at Seenaryo

(July 2022 - Present)

Seenaryo is a non-profit arts and education organization that empowers marginalized communities in Lebanon and Jordan through theater and play-based learning.

- Designed digital posters for 5 different theater play directors.
- Observed the characters' behaviors, expressions, and movements.
- Conceptualized, sketched, and illustrated visuals using adobe illustrator and photoshop.

### Freelance English Copywriter & Storyteller

(December 2021 - November 2022)

- Wrote over 10 thought-provoking blog articles to date for various industries.
- Collaborated with digital professionals on small to medium-scale projects.
- Researched my client's brand voice, style, & identity to come up with consistent front-facing content.

### Community Manager & Social Media Executive at Mindfield Digital

(March 2017 - December 2019)

Mindfield Digital is a digital data-driven agency offering creative solutions and innovative services for visionary brands in the MENA region.

- Conducted brainstorming sessions on a daily, weekly, and monthly basis.
- Assisted in the creation of HiCart.com's social media pitch from A to Z during the 90-day introductory period.
- Managed Mindfield Digital, OLX, Goodies, HiCart.com, Kleenex Arabia, and Huggies Arabia's editorial calendars.

External collaboration: Universal McCann Lebanon, Grey MENA, Starcom KSA, Wavemaker KSA, & Mindshare Lebanon.

### English Bookseller at Librairie Antoine

(October 2015 - September 2016)

Librairie Antoine is a Lebanese renowned bookseller, book distributor, and publisher founded in 1933 by the Naufal family.

- Handled queries and identified customer needs.
- Sold 300+ young adult novels in less than 10 months.
- Assisted in the automated inventory to keep track of everything and obtain accuracy.