

Sarah El Nassabi

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PROFESSIONAL SUMMARY

Experienced professional with expertise in Public Relations consulting roles. Led and managed operations in Beirut, Dubai, London, and Paris. Expertise in leading teams to plan, implement, evaluate different programs, and forge partnerships with internal and external partners. Specializes in helping companies launch new media services and products.

Key competencies: *Communication, Research, Management, Client Relationships, Planning/Coordinating, Problem-Solving, Writing/Editing*

EXPERIENCE

Spring Communications (Paris, France) | Project Program Coordinator --- *PR Consulting firm* Sep. 2023 – Present
Beirut, Lebanon

- Independently manage projects, leading day-to-day client communication and coordination.
- Handle project programming, including implementation plans, staffing plans, budgets, timelines, and measurement/evaluation, following the Spring methodology.
- Manage and support the creative team throughout the elaboration process, contributing to creative development.
- Lead client and internal meetings, ensuring the production of accurate contact reports, presentations, and next actions.
- Organize and manage all aspects of productions, including timelines, briefing processes, and accuracy of final material.
- Work with the accounting/finance team to manage project budgets, costs, and receivables on assigned clients.

The Green Side of Pink (Milan, Italy) | Fashion, Lifestyle, & Innovation Editor --- *Web Magazine* Dec. 2022 – Oct. 2023
Beirut, Lebanon

- Work closely with the editor-in-chief and advertising representatives to achieve the highest quality of artwork and ensure readers are given the most up-to-date fashion information.
- Coordinate with a team of writers and experts to craft unique content.
- Draft storylines appropriate for the magazine, newspaper, or website.
- Monitor sustainability progress in fashion, lifestyle, and innovation industries.

LUCID SAL (Beirut, Lebanon) | Assistant Post Producer --- *Leading Post Production House in Lebanon* Nov. 2016 – Feb. 2022
Beirut, Lebanon

- Maintain communication with clients.
- Read and interpret clients' treatments and briefs.
- Quote clients for projects.
- Deliver media to internal and external clients.
- Coordinate schedules and assist the in-house team on a 24-hour scale.

LUCID SAL (Beirut, Lebanon) | Administrative Coordinator --- *Leading Post Production House in Lebanon* Nov. 2016 – Feb. 2022

Beirut, Lebanon

- Handle office duties such as answering and routing phones, responding to emails, maintaining employee, financial, and client records, data entry, and reporting.
- Manage the accounting department.
- Support employees by facilitating interdepartmental communications.
- Mediate interactions between internal and external parties.

EDUCATION

Rome Business School (RBS) | Rome, Italy Apr. 2023

Master of Arts (M.A.), Fashion Management (Grade: 30/30)

American University of Science and Technology (AUST) | Beirut, Lebanon Apr. 2021

Bachelor of Arts (B.A.), Communication Arts with emphasis in Public Relations (GPA: 3.6/4)

EXTRACURRICULAR ACTIVITIES

- **Class Representative** | Program: Fashion Management 2022-2023
- **ECPE: Examination for the Certificate of Proficiency in English** | English language certificate 2018
- **Beyond Association** | Volunteer 2013-2016
- **Dafa Campaign** | Volunteer 2020

SUMMARY SKILLS

Languages: English (Bilingual Proficiency), Arabic (Native), German (A2)

Technical Skills: Microsoft Office Suite, Google Workspace, Slack, Asana, ClickUp, Keynote

Personal Skills: Leadership, Communication, Research, Adaptability, Problem Solving, Time Management