



# CAROL HEMADE

## Senior Account Manager

Experienced senior account manager with a strong track record in strategic communication, campaign development, and successful marketing implementation. Skilled in brand enhancement, and achieving client and organizational objectives through innovative communication and marketing strategies.

## WORK EXPERIENCE

2023 - PRESENT

### SENIOR COMMUNICATIONS ACCOUNT MANAGER

MARSAANA PR & COMMUNICATIONS FINLAND - UAE

- Developed and executed comprehensive communication and marketing strategies that enhanced brand visibility and increased media coverage
- Maintained company's strong relationships with media outlets, resulting in increased positive press coverage and feature stories
- Led crisis management efforts, successfully mitigating potentially damaging situations and preserving the organization's reputation
- Coordinated events, consistently achieving positive client feedback and exceeding event expectations
- Collaborated with cross-functional teams, ensuring alignment between communication and marketing strategies and organizational objectives to reach targets effectively

### SENIOR MARKETING ACCOUNT MANAGER 2022 - 2023

BONNE APART GROUP DUBAI UAE

- Managed key customer account management, maintaining strong relationships
- Collaborated seamlessly to execute company sales strategies and successfully trained real estate agents
- Demonstrated success in addressing client requests and effectively managing escalations
- Executed client proposals assigned by management successfully, consistently achieving objectives and goals
- Ensured the timely and flawless delivery of solutions while producing comprehensive account status reports

### EVENTS ACCOUNTS MANAGER

2021 - 2022

SOLICET EVENTS MENA

- Prospected and managed leads while overseeing event logistics.
- Collaborated closely with senior management in processes pitching
- Participated in conferences, industry meetings, & networking event
- Crafted personalized client proposals and delivered compelling presentations
- Managed and supervised innovative marketing initiatives

### PR & COMMUNICATOINS ASSISTANT

2019 - 2021

SAMER HALIMEH NEW YORK, DESIGNER DIAMOND TRADER

- Managed PR and promotional events, building regional media relationships for brand exposure
- Explored local market opportunities to boost brand awareness; aided PR campaigns by writing, editing, and proofreading press materials
- Worked with cross-functional teams to execute events smoothly, enhancing brand coverage by nurturing regional media connections

## EDUCATION

BA in Advertising & Marketing (Honors)

2018 - 2021

Notre Dame University-Louaize, Lebanon

High School Diploma, Lebanese American School, Lebanon

2013 - 2017

Global International School, KSA

2003 - 2013

## CONTACT

✉ carolhemade@gmail.com

☎ + 961 81 684 341  
+971 54 764 8793

📍 Bchamoun, Lebanon (present)  
Dubai, UAE

*\*Valid UAE & Lebanese drivers license\**

## SKILLS

- Public Speaking
- Client Relations
- Campaign Development
- Event Management
- Relationship Management
- Crisis Communications
- Leadership Skills
- Organization Skills
- Problem-solving
- Communication
- Networking

## LANGUAGES

**English** (Native or bilingual proficiency)

**Arabic** (Native or bilingual proficiency)

## INTERESTS/ SOCIAL AFFLICTIONS

Networking  
Public Relations  
Relationship Building  
Social Work  
Animal Activism  
Licensed Red Cross Member  
Licensed Dance Instructor

*\*References will be provided upon request*