

I'm a two-time Award Winning Digital Communication Expert with a background in design. Gaining new knowledge drives me to take on new challenges which played a role in my career shift from Interior Architecture to Digital Marketing.

WORK EXPERIENCE

Marketing and Negotiation Consultant

International Rescue Committee

May 2024 - June 2024

Prepared and delivered 84 hours of training on marketing and negotiation skills to equip Lebanese women residents and refugees living in Wadi Khaled with essential soft skills needed in the workplace. The training covered the following:

- Increasing confidence in negotiation situations and applying different techniques to create win-win results.
- Obtaining effective oral and written communication skills.
- Understanding the contribution of marketing to the business enterprise and the types of consumer buying behavior.
- Identifying how marketing strategies must adapt to match consumer behavior and perceptions of the product.
- Measuring and managing return on marketing and identifying the different marketing channels and their benefits.

Communications Lead (Full-Time)

FHI 360 (USAID-funded project LEB-CAAP)

May 2023 - April 2024

- Managed the project's social media accounts including creating and updating content.
- Finalized all outreach products such as social media posts, press releases, brochures, handouts, flyers, etc.
- Developed success stories, newsletters, project highlights, and presentations.
- Produced and disseminated a quarterly newsletter to highlight the project's opportunities and updates.
- Coordinated the work of external graphic designers, videographers, and/or photographers.
- Archived all communications materials, including photographs, videos, publications, reports, etc.
- Managed mass mailings and targeted dissemination of campaigns, events, and invitations.
- Provided photo/video coverage to all conducted events, trainings, workshops, etc.

Head of Digital Communication (Full-Time)

The Wonderful Bureau

January 2023 - April 2023

- Implemented new processes to enhance the workflow.
- Restructured the department and implemented a new archiving system for the company's portfolio.
- Uplifted editorial templates, strategies, scopes, and company presentations.
- Developed a database of third parties such as photographers, printshops, art directors, web developers, etc.
- Onboarded new clients and negotiated offers & requests.
- Attended client meetings virtually and in person.
- Trained and equipped team members with the necessary skills and knowledge to fully handle any account.
- Supervised and developed strategies and campaigns.
- Supervised online ads and reviewed media plans created for each brand.

Senior Communications Manager (Freelance)

Orderosa - Dubai

September 2022 - February 2023

Managed five brands under the Orderosa Group in UAE and reported to the creative director:

- Launched and monitored ads on apps and social media.
- Weekly content creation and ideation.
- Created quarterly reports for the performance of each account.
- Created mood boards for photoshoots.
- Ensured the accounts were up to the latest trends.

Digital Communications Team Lead (Full-Time)

Blue Hat - Beirut/Lisbon

February 2020 - January 2023

- Wrote articles, case studies, and success stories for the company's website corresponding to each account.
- Participated in consultancy workshops with clients to mentor them and improve processes within their business.
- Developed and implemented online ads plans, and campaigns and prepared monthly and yearly reports.
- Prepared in-depth digital channels strategies (Facebook, Twitter, Instagram, LinkedIn, TikTok, Website, Newsletters, etc.)
- Worked with the branding team to supervise printables & production files for brochures, packaging, shirts, banners, etc.
- Day-to-day account management and client servicing to communicate and assign deadlines.
- Onboarded new team members and interns, supervised team members, and worked as acting head of the department.

EDUCATION

Bachelor of Arts | Interior Architecture (Graduated with Distinction)

2012 - 2017

Lebanese American University

Minor in English

2015 - 2017

Lebanese American University

AWARDS

SEP 2022

Muse Creative Awards
Social Media
@tribus.ksa

MAR 2023

Muse Creative Awards
Social Media - B2C
@rrush.sa

SOFT SKILLS

Leadership
Communication
Multi-tasking
Organization
Time Management
Research

HARD SKILLS

Online Ads
Newsletters
Strategies & Campaigns
Copywriting (EN/AR)
Adobe Suite (Photoshop, Illustrator, InDesign, After Effects)

LANGUAGES

Arabic
English

CERTIFICATES

DEC 2023

Content Marketing:
Newsletters
LinkedIn Learning

DEC 2023

Effectively Directing and
Delegating as a Manager
Skillsoft

OCT 2022

Design Thinking - Complete
Guide To 5 Stage Design
Thinking
udemy

SEP 2022

Communicating with
Emotional Intelligence
LinkedIn Learning

SEP 2022

Developing a Critical
Thinking Mindset
LinkedIn Learning

SEP 2022

Essential Lessons for First-
Time Managers
LinkedIn Learning

SEP 2022

Leadership Foundations
LinkedIn Learning

JUN 2022

Learn How to Create Your
NFT Marketing Strategy
from Zero
udemy

JAN 2021

The Fundamentals of
Digital Marketing
Google