

THEA E. NASSAR

Social Media Manager

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DOB: 1 September 2004 | Nationality: Lebanese

[LinkedIn](#) | [Portfolio](#)

SUMMARY

I am a creative and results-driven digital marketing specialist with experience in data-driven campaign, client account management, and creating brand strategies and skilled in building relationships with clients and working with teams to accomplish goals

PROFESSIONAL EXPERIENCE

Vice-President Media and Communication Club at AUB – Beirut, LEBANON <ul style="list-style-type: none">Organize events and invite guest speakers to enhance club activities.Ensure active member participation and foster a collaborative atmosphere.Oversee club operations, ensuring smooth execution of initiatives and alignment with member interests.	JULY 2024– Present
Orientation Leader AUB – Beirut, LEBANON <ul style="list-style-type: none">Guide and support new students during their transition to university life.Conduct campus tours and facilitate group orientation sessions.Foster a welcoming environment for incoming students.	JULY 2024– Present
Vice President of PR ToastMasters Leaders and Speakers at AUB – Beirut, LEBANON <ul style="list-style-type: none">Develop and implement PR strategies to increase club awareness and engagement.Craft media content and cover events to highlight club activities.Collaborate with other clubs and recruit new members to expand the community.	JULY 2024– Present
Digital Marketing Intern Productra – Beirut, LEBANON <ul style="list-style-type: none">Conduct market research and develop targeted marketing strategies.Create content for social media and website to drive brand visibility.Collaborate on campaigns to ensure cohesive messaging across platforms.	OCT 2024– NOV 2024
Social Media Intern M&C Saatchi – Beirut, LEBANON <ul style="list-style-type: none">Prepare detailed social media performance reports and calendars.Create and execute content for Instagram and TikTok.Assist in PR campaigns and support production shoots.	AUG 2024– Sept 2024
Team Member Media and Communication Club at AUB – Beirut, LEBANON <ul style="list-style-type: none">Help organize workshops to teach members new media skills and strategies.Assist in video production projects to support club initiatives.	SEPT 2022– Sept 2024
Team Member ToastMasters Leaders and Speakers at AUB – Beirut, LEBANON <ul style="list-style-type: none">Deliver speeches and participate in public speaking workshops.Develop communication and leadership skills through hands-on practice.	SEPT 2023– JULY 2024
Social Media Team Leader AUB Outlook – Beirut, LEBANON <ul style="list-style-type: none">Design and edit visual content for social media platforms.Lead a team in creating engaging posts and videos to boost audience interaction.	JAN 2024– JULY 2024
Social Media Team Member AUB Outlook – Beirut, LEBANON <ul style="list-style-type: none">Contribute to the design of visually appealing social media posts.	NOV 2023– JAN 2023
Social Media Manager AUB Diabetes – Beirut, LEBANON <ul style="list-style-type: none">Create and edit photos, videos, and stories for social media campaigns.Design posts to increase awareness of the club.	APR 2023– JUNE 2024
Digital Marketer Intern Feer Mcqueen – Beirut, LEBANON <ul style="list-style-type: none">Develop social media reportsSchedule posts using Meta Business Suite.	DEC 2023– JAN 2023

- Create captions, post ideas, and yearly content calendars to enhance brand visibility.
- Collaborate on social media strategies and design mood boards for campaigns.

Designer Intern | Feer Mcqueen – Beirut, LEBANON

NOV 2023– DEC 2023

- Design visually appealing posts and stories for social media platforms.

Social Media Intern | AUB Office of Communication – Beirut, LEBANON

MAY 2023 – JULY 2023

- Manage social media accounts and create content covering university events.
- Prepare performance reports and benchmark site activity.
- Transcribe speeches and edit multimedia materials.

EDUCATION

AMERICAN UNIVERSITY OF BEIRUT (AUB) – Beirut, LEBANON

SEP 2022 – Expected JUN 2025

- BA in Media and Communication GPA: 3.85/4.0

COLLEGE NOTRE-DAME DE JAMHOUR – Jamhour, LEBANON

SEP 2009 – JUN 2022

- French Baccalaureate, Literature series
- Class representative during 8th Grade

TECHNICAL SKILLS

- Abilities:
Time Management
Problem Solving
Communication
Leadership
- Information Technology:
Microsoft Office (Word, PowerPoint, Outlook)
Adobe Creative Suite
Meta Business Suite,
Canva
CapCut
Ads Manager
- Languages:
Arabic
French
English

EXTRACURRICULAR ACTIVITIES

Summer Camp at College Notre Dame de Jamhour

JUL 2023 – AUG 2023

- Training children to a diverse range of games

Donner Sans Compter

JAN 2021 – JUN 2021

- Volunteering work

TEDXYouth- Jamhour

MAY 2022

- Participating as a speaker for selection

Graduation Ceremony

JUN 2022

- Creating and editing the graduation ceremony video for my class

Audio-visual Courses

SEPT 2019 – JUN 2022

- Attending classes regarding photography, editing and the history of cinema

Sesobel

FEB 2019

- Volunteering work: visiting elderly people to support and entertain

INTERESTS & HOBBIES

Professional Athlete

2015 – 2022

- Member in College Notre Dame de Jamhour Track and Field Team
- Participated in several championships (West Asian, Lebanon): Hammer Record Woman Under 14y