



sabine sweidy

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EDUCATION AND TRAINING

2020 – 08/2021 Jal El Dib, Lebanon

MASTER DEGREE IN POLITICAL SCIENCE - RESEARCH MASTER Lebanese University Branch 2 - Faculty of Law and Politics and Administrative Sciences

07/04/2021 Beirut, Lebanon

PSYCHOLOGY OF POLITICAL ACTIVISM, WOMEN CHANGING THE WORLD U.S. Embassy & Smith College

Website <https://announce.today/home/announce/EO3M2odFA293Qtydp7Cp>

09/2019 – 05/2020 BEIRUT, Lebanon

INTER-UNIVERSITY PROGRAMME ON INTERNATIONAL CRIMINAL LAW AND PROCEDURE The Hague, The Netherlands, Beirut

Website <https://www.stl-tsl.org/en/outreach/inter-university-programme>

2016 – 2020 Jal El Dib, Lebanon

BACHELOR DEGREE IN POLITICAL SCIENCE AND PUBLIC ADMINISTRATION Lebanese University Branch 2 - Faculty of Law and Politics and Administrative Sciences

Website <https://www.ul.edu.lb/default.aspx>

2000 – 2015 Ghazir

BACCALAUREATE CERTIFICATE OF SECONDARY EDUCATION Antonine Sister School Ghazir

Website <https://www.asg.edu.lb/>

WORK EXPERIENCE

CREATINGZ – HAZMIEH, LEBANON

Link <https://www.instagram.com/creatingz.co/>

PROJECT MANAGER / TEAM LEAD – 2021 – CURRENT

Leading the development and execution of branding, digital marketing, and content strategies for diverse clients across industries. Oversee creative teams, manage timelines and client communications, and ensure each project aligns with business objectives and brand identity.

scope of work:

Brand marketing strategy

Digital audit, marketing strategies and digital campaigns

Branding and design

Social media management and monitoring

RIYADH SEASON - BOULEVARD WORLD ZONE – RIYADH, SAUDI ARABIA

SKI INSTRUCTOR – 04/12/2024 – 28/12/2024

LAKLOUK VILLAGE VACANCES – LAKLOUK, LEBANON

SKI INSTRUCTOR – 2016 – CURRENT

 **SOHAWELLNESS** – BEIRUT, LEBANON

Business or Sector Human health and social work activities | **Website** <https://sohawellness.com>

AUTHOR – 2022 – 2023

 **INDEPENDENT STUDENT FILM** – EHDEN, LEBANON

FILM PRODUCTION TEAM – 09/2020 – 09/2020

 **BEYOND GROUP** – BEIRUT, LEBANON

Link <https://beyondgroupconsulting.com/>

INTERN – 05/2019 – 09/2019

Beyond Group, a consulting firm in policy research, public management, capacity development, and partnership building [research and data analysis, tracking and mapping, focus group meetings, literature review, and data reporting]

● **STARTUP EXPERIENCE**

2022 – CURRENT

Founding Partner / OD&D

A growing business and social consultancy agency: Outreach, Data, and Development [OD&D]. The startup currently has its first departments active: Outreach department [Fikra] focusing on businesses. [SMEs and startups] providing them with legal, financial, business management and marketing consultations.

focus:

Brand Development

Brand position

Market Insight

Business strategy

Links <https://odnd.hodemosever.in/> | <https://www.instagram.com/odd.consultancy/>

2021 – CURRENT

Creatingz

Member of the starting team of Creatingz, a digital agency based in Lebanon and operating across the GCC.

- Website writing and SEO optimization
- Content writing [social media]
- Strategy development and implementation

Link <https://www.instagram.com/creatingz.co/>

2020 – 2021

Research and development

Part of the ardkon.com publication team.

Ardkon is a digital platform that helps grassroots initiatives grow and create a successful business work plan to execute initiatives.

Organizing 33-hour sprints for project development.

Links ardkon.com | <https://europa.eu/europass/eportfolio/screen/redirect-external?url=https%3A%2F%2Fmedium.com%2Faugmentis-the-faculty-of-open-eyes%2Fgrassroots-media-public-needs-breed-a-collective-digital-community-b14dfe316e23>

● **ADDITIONAL TRAINING**

08/05/2021 – 23/05/2021

Participation at Yacathon 2021

Winning project: axb [debate platform]

Youth Against Corruption Hackathon.

Partnership with:
Make sense / Li Beirut / UNESCO / UNODC / UNFPA

Link <https://www.youagainstcorruption.org/yacathon>

09/11/2020 – 13/11/2020

Change the World - Virtual MUN

Diplomatici NGO in ECOSOC United Nations

Link <https://www.cwmun.org/change-the-world-virtual-mun/>

02/2020 – 02/2020

Official Ski Instructor Certificate

International Ski Federation and Lebanese Ski Federation

Link <https://www.fis-ski.com/>

11/2019 – 11/2019

Money Smart Financial Literacy Bootcamp

Eventa and Byblos Bank on Financial Literacy

Link <https://moneysmart.training/>

04/2019 – 04/2019

Certificate of Completion for Level 1 Ski Coach

Ecole du Ski Francais & Les Pistes de Lakloulk

Link <https://www.esf.net/>

08/02/2012 – 19/02/2012

Certificate of Completion in Alpine Skiing Training

Link <http://www.dreamprogram.co.kr/en/dreamprogram/>

● **PROJECTS**

09/2024 – 12/2024

Media marketing consultancy

1. Website SEO and content optimization
2. Brand messaging
3. Content creation

Link <https://www.instagram.com/caesarsflame/>

2024

Branding

Branding project for a Lebanese startup.
Strategy and market research
Visual branding kit

● **SKILLS**

Microsfot Excel | MICROSOFT TEAMS | Microsoft Office | Outlook | Microsoft Word | Zoom | Google Docs | Skype | Microsoft Powerpoint | Social Media | Microsoft Excel | Google Drive | Facebook | Twitter | Instagram | LinkedIn | Motivated | Good listener and communicator | Team-work oriented | Decision-making | Critical thinking | Organizational and planning skills | Reliability | Written and Verbal skills | Research and analytical skills | Conflict resolution | Detail-Oriented | Responsibility | Gmail

● **LANGUAGE SKILLS**

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
FRENCH	A2	A2	A2	A2	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

● PUBLICATIONS

2021
[Grassroots Media: Public Needs Breeds A Collective Digital Community](#)

ardkon.com