

# NAIDA SAMIA

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📍 Achrafieh, Beirut

## EDUCATION

### **Lebanese University**

Master's M1 in Marketing | 2023 – 2024

### **Alkafaat University AKU**

Bachelor's in Advertising and Graphic Arts | 2012 – 2015

### **MIC – Deek El Mehdi**

Baccalaureate in Life Sciences

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## PROFESSIONAL EXPERIENCE

### **Progress Smart Solutions — Project Manager**

Beirut, Lebanon | 2018 – Present

- Oversee full project lifecycles, from client briefing to delivery and supplier coordination.
- Develop and implement strategic marketing campaigns across digital platforms.
- Maintain a structured asset management system for improved creative collaboration.
- Lead and coach the sales team, aligning individual strengths with team goals.
- Support business development via PR coordination and meeting scheduling.
- Standardize workflows and documentation for operational efficiency.
- Proactively resolve project challenges and maintain smooth execution.

**Progress Engineering & Trading Enterprises — Executive Assistant to the CEO**  
Beirut, Lebanon | 2015 – 2018

- Managed CEO's calendar, emails, travel logistics, and file systems.
- Created presentations, drafted reports, and recorded meeting minutes.
- Assisted with HR functions, including hiring and onboarding processes.
- Coordinated administrative and logistical aspects for corporate events (e.g., Project Lebanon).
- Collaborated with finance for payment processing and reporting.
- Designed internal and external communication visuals for consistency and quality.

**Cosmaline – Malia Group — Consumer Consultant, Sales & Marketing**

- Promoted product lines while monitoring competitors and reporting insights.
- Ensured successful product launches and optimized field call cycles.
- Identified key accounts and developed tailored distribution strategies.
- Maintained strong client relationships, followed up on payments, and handled complaints.
- Submitted regular performance and market activity reports to management.

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**FREELANCE EXPERIENCE**

**Graphic Designer — Remote**  
*Paind'Or & Fantasia* | 2025

- Designed social media content and promotional visuals tailored to each brand's identity.
- Developed consistent branding materials including menus, packaging elements, and marketing collateral.
- Collaborated remotely with marketing teams to ensure timely and effective creative execution.

- Adapted visual strategies to match seasonal campaigns and special promotions.

### **Graphic Designer — Various Clients**

*Jamlouki, SAGA, Anbar, IGNITE, The Bridge, Home of H...*

- Branding Design: Logos, business cards, corporate identity
- Social Media Content Creation
- Print & Digital Design: Menus, brochures, marketing materials

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### **SKILLS**

**Design Tools:** Adobe Illustrator, Photoshop, After Effects

**Productivity:** Microsoft Word, Excel, PowerPoint

**Project Tools:** PIMS (Project Information Management System)

**Expertise:** Project Management, Marketing Strategy, Social Media

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### **LANGUAGES**

**Arabic:** Native

**English:** Fluent

**French:** Fluent