

RASSIL LADIKI

+961 81 031 223 | rassilsladiki@gmail.com | Beirut, Lebanon

SUMMARY

Innovative and analytical and Communications Officer with a strong background in Marketing Communications (MarCom), communications strategy, and campaign execution. Skilled in developing and delivering strategic Communications plans that combine data-driven insights with creative storytelling to maximize audience impact and foster loyalty. A proactive problem-solver with a strong focus on driving growth and creating impact.

WORK EXPERIENCE

Communications Officer

Masar Association, Beirut, Lebanon | August 2024 - Present

- Developing and executing communications strategies that align with organizational goals.
- Implementing and producing a consistent mix of organic and paid content across multiple Marketing Communications channels.
- Preparing monthly communications reports and analyzing social media metrics to refine strategies and improve engagement.
- Managing and maintaining websites and social media platforms.
- Coordinating with outsourced agencies to produce high-quality and on-brand deliverables for digital campaigns.
- Enhancing brand visibility by securing media coverage for events, promptly responding to media inquiries, and serving as the organization's spokesperson.
- Conducting in-depth research on emerging communication trends, and leveraging data-driven insights to strengthen online presence.

Communications & Media Officer

Borderless NGO, Beirut, Lebanon | 2024

- Enhanced communication efforts by managing digital platforms and producing comprehensive website evaluation reports to optimize content, user experience (UX), and user interface (UI).
- Created and implemented communications strategies aligned with organizational objectives.
- Produced and managed a content calendar alongside strategic promotional content to ensure consistent and engaging communication across digital platforms.
- Conducted in-depth research on digital trends and leveraged insights to optimize strategies.
- Enhanced brand visibility by securing media coverage for events and responding to media inquiries in a timely manner.
- Trained and supervised a team of interns to produce high-quality content for digital media platforms.

Production Coordinator

In Media Plus, Beirut, Lebanon | 2022 - 2023

- Assembled and digitized online rushes and uploaded the final on-air episodes.
- Provided assistance and support to the production team in finalizing episodes for broadcast.

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Communications Coordinator

Madinati, Beirut, Lebanon | 2021 - 2022

- Spearheaded and executed communications campaigns from concept to completion, overseeing brainstorming sessions, drafting strategic plans, and ensuring cohesive implementation.
 - Created diverse content across multiple platforms to effectively engage target audiences.
 - Monitored and analyzed social media performance, assessing campaign outcomes to optimize communication strategies.
 - Managed media relations by responding to inquiries, coordinating interviews, and serving as the organization's spokesperson.
 - Coordinated with outsourced teams, including designers, content writers, and videographers, to ensure the successful launch of campaigns.
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EDUCATION

- Ontario College Graduate Certificate, Interactive Marketing Communications, *St. Lawrence College*, Kingston, Ontario, Canada, 2019
Dean's List 2018-2019, Degree Honors: Distinction
 - Bachelor of Arts, Communication Arts - Journalism, *American University of Science and Technology*, Beirut, Lebanon, 2016
 - Lebanese Baccalaureate, Literature and Humanities, *Sainte Anne de Besançon*, Beirut, Lebanon, 2010
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COURSES & CERTIFICATES

- Prevention of Sexual Exploitation and Abuse (PSEA) - *UNICEF*, May 2024
 - Child Safeguarding Training - *UNICEF*, May 2024
 - Life Skills, Safeguarding and Communications Training - *LEB-CAAP*, May 2024
 - Journalism Certificate - *AnNahar Academy*, 2018
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COMPUTER SKILLS

Microsoft Office, Microsoft 365, Google Workspace, Adobe InDesign, CapCut, Canva, WordPress, Notion, OneDrive, MailChimp, IBM Maximo, PIMS, Dropbox, MyAirBridge, Basecamp, Social Media, etc.

LANGUAGES

- English: Bilingual Proficiency
- Arabic: Native
- French: Fluent