

# VENUS MARWANI

PR, COMMUNICATION, MARKETING,  
CONTENT WRITING

## PROFILE

My goal is to bring my expertise in public relations and event management to your esteemed organization, backed by a proven track record of handling large-scale summits and events in the technology and rewards sectors. With strong experience in digital content creation, marketing, and copywriting for industries such as technology, telecom, software, and rewards, I excel at crafting strategic campaigns and delivering impactful results.

BEIRUT, LEBANON



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## EDUCATION

Lebanese University - Masters in  
Marketing 2021

Lebanese University - Bachelor's  
Degree in Business Administration-  
Marketing 2019

## SKILLS

COMMUNITY MANAGEMENT

CONTENT WRITING

PUBLIC RELATIONS

CONTENT CREATION

PUBLIC SPEAKING

BRANDING

## CERTIFICATIONS & PROJECTS

TELECOM REVIEW LEADERS' SUMMIT  
23' AND 24' - WON

CX LOYALTY SUMMIT - WON

DTW TM FORUM COPENHAGEN -  
WON

FASHION DESIGN - ESMOD

HUBSPOT - INBOUND MARKETING

HUAWEI DIGITAL POWER AND  
CYBERSECURITY SUMMIT

DIGITAL MARKETING COURSES -  
GOOGLE DIGITAL GARAGE

## EXPERIENCE

### COMMUNITY MANAGER

- Managing Playstation Arabia and Mazaj's presence across YouTube, Facebook, Instagram, TikTok, Snapchat, and Linktree.
- Brainstorming and contributing to new show ideas.
- Analyzing YouTube video performance for optimization.
- Engaging with the online community to boost interaction.
- Monitoring trends and analytics to refine content strategy.

ITP MEDIA  
GROUP

FREELANCE

### PR AND COMMUNICATION MANAGER

- Handling all media and PR tasks related to summits and events
- Coming up with visual campaigns and branding for events ex: booth designs
- Handling communication with event planners and PR agencies.
- Sending detailed calendars to graphic designers and video editors.
- Editing and publishing on websites (WordPress).
- Following up with leads and setting meetings
- Writing, designing, and sending emailers via HubSpot.
- Writing blogs and articles.

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INC.

MAY 2023 -  
DECEMBER  
2024

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## EXPERIENCE

### COPYWRITER AND CONTENT CREATOR

- Creating content for digital campaigns.
- Proofreading contents.
- Writing website content using Semrush.
- Brainstorming ideas and content with clients.
- Meeting with clients and discussing the work done.
- Editing and publishing on websites (WordPress).
- Writing video scripts and recording voiceovers.
- Writing blogs and articles for different technology areas.

TECOMSA  
S.A.L

SEPTEMBER  
2021 - MAY  
2023

### RELATIONSHIP MANAGER

- Reaching US based prospects and informing them about our services.
- Sending out emails.
- Setting meetings and choosing the right people to lead it.
- Sending out proposals.
- Following-up with the interested prospects and persuading them to choose us.

E-VOLVE

AUGUST  
2021 -  
MAY 2022

### MARKETING EXECUTIVE - TEAM LEADER

- Servicing Lebanese clients and nourishing their platforms
- Putting strategies and sending proposals
- Advising and monitoring my colleagues for better results
- Planning and launching marketing campaigns

FULLMARQ

MAY 2021 -  
AUGUST  
2021

### ACCOUNT MANAGER - SOCIAL MEDIA SPECIALIST

- Managing social media accounts for Qatari clients
- Listening to clients closely to know their priorities and work on them
- Placing a marketing plan and working on branding from A to Z
- Planning and launching marketing campaigns
- Writing content for websites, posts, videos, and company profiles
- Working on Facebook Business Manager to develop a Facebook page from scratch.

GWDS

MAY 2020 -  
MAY 2021