

Jana Sakaan

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Summary

Communication, Media officer & photographer with 4+ years of experience in the NGOs, media, and communications industries. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Media Officer – July 2025 – Present

Qatar Red Crescent, Beirut, Lebanon

International Non-Governmental Organization

- Document all activities and humanitarian interventions of the Qatar Red Crescent Lebanon Mission through photography, videography, and written content.
- Coordinate closely with the Media and Communication Department at Qatar Red Crescent Headquarters in Doha to ensure content alignment and brand consistency.
- Cover field visits, distributions, training sessions, and emergency responses.

Communication Officer – Sep 2021 – June 2025

Women Now for Development, Beqaa, Lebanon

Non-Governmental Organization

- Follow-up, photograph and document all the activities of the organization in the centers of Lebanon, while producing visibility materials, such as brochure, posters on the organization's activities
- Cooperate with the national director, protection team, and project manager to pursue a consistent message on the organization's activities
- Help the project manager in developing and implementing project specific communication and social media campaign while assisting in the production of content for social media
- Create a comprehensive media follow-up to a campaign supported by the organization against child marriage in the Beqaa region
- Develop a digital calendar of activity ensuring total integration with the organization's marketing strategy while engaging in media campaigns
- Create messaging to support emergency response efforts during war on Lebanon 2024.

Social Media Assistant – Sep 2023 - Feb 2025

Min Beib La Beib, Remotely, Lebanon

Non-Governmental Organization

- Creating and publishing social media content

Freelance Photographer & Video Editor – Jan 2019 - Present

- Work in concert, event, portrait, and product photography for various clientele while producing high-quality imagery for websites, brochures, and promotional press kits
- Assume the duties of creative director by directing and producing photo shoots while being proficient in other adobe creative suite programs to process and package the photos in whatever format the client needs

- Photographing high-quality images for both print and internet distribution using digital cameras, tripods, lenses, flash, ronin, and drones
- In charge of technical quality of all video and audio elements produced in the edit suite to meet deliverable requirements

Social Media Manager – Sep 2020 - Jun 2022

Frames Media Services, Remotely, Lebanon

- Manage all social media platforms for over 10 clients while monitoring the effectiveness of social media efforts to maximize results
- Create social media calendar, reports per month while remaining current in trends and applications on social media platforms
- Check and update content on all social media platforms: Facebook, Twitter, Google, LinkedIn, and Instagram while creating site content and editing images in Adobe Photoshop, and preparing reports being presented to various clients
- Drive the development, execution and measurement of multiplatform social strategies for the brand while raising audience engagement, and developing monthly campaigns.

Communication Specialist & Coordinator – Sep 2020 - Aug 2021

Frames Media Services, Beqaa, Lebanon

- Execute marketing and communications strategy through media relations, email marketing, social media, blogging and website maintenance
- Conduct research, create and coordinate publications, brochures, news releases, specialty items, special events, multi-media campaigns, direct mail, newsletters and any other method of marketing
- Develop agenda meeting materials and other legal documents, including annual and board reports while leveraging strong communication, presentation, and interpersonal skills to translate business concepts into effective messages
- Direct the coordination and implementation of public presentations and special events pertaining to the administrative management of legal contracts

Reporter – Oct 2019 - Jul 2022

Sada Wadi Al Taym News Website, Lebanon

Sports Journalist – Sep 2020 - Jun 2021

Al Thaer Electronic Newspaper, Lebanon

Education

Bachelor of Arts in Communication Arts & Public Relations -

2020 Lebanese International University (LIU), Beqaa, Lebanon

Projects & Achievements

Digital Marketing with Emphasis on Ai - Haigazian University - 2025

Creating a Communication Strategy - LinkedIn - 2025

Leveraging Ai in Adobe Photoshop - LinkedIn - 2025

Portrait Retouching in The Age of Ai - LinkedIn - 2025

Photoshop 2025 - LinkedIn - 2025

Canva Master Class - MnBety - 2025

Professional Videography - 1 Year Program - Beyond Scene - Saudi Arabia - 2024

Digital Marketing - Mercy Corps - 2024

Social Media Management & Content Creation - Michel Daher Social Foundation - 2024
Security Awareness & First Aid Training - Risk Trackers – 2023
Psychological First Aid - Brain Learning Center - 2023
Adobe Illustrator - The Basementex Academy - 2023
Adobe Premiere - The Basementex Academy - 2023
Adobe Photoshop - The Basementex Academy - 2023
Emergency Preparedness Planning Training - Trocaire - 2023
Advertising & E-commerce on Tiktok - Online Course - Coursera - 2023
Marketing on Tiktok - Online Course - Coursera - 2023
ChatGpt - Online Course - Great Learning - 2023
Conflict Sensitivity Training - House of Peace - 2022
Cyber Security - Female Organization - 2022
Social Media Marketing - Online Training - Digital Opportunity Trust (dot.) - 2021
Video Editing Course - Michel Daher Social Foundation - 2021
Social Media & Digital Marketing Course - Michel Daher Social Foundation - 2021
Microwork - Online Training - Digital Opportunity Trust (dot.) - 2021
Digital Marketing - Online Course - Edraak Platform - 2021
Integrated Marketing Communications: Public Relations, Digital Marketing - IE Business School - Coursera - 2020
Access to information & whistle-blower protection laws online training session - Media Association for Peace MAP _ Democracy Reporting International DRI - 2020
Social Media Marketing Course - eMarketing Institute - 2020
TV News Report - Al Jazeera Media Institute _ eLearning - 2020
Managing Instagram Accounts - Al Jazeera Media Institute _ eLearning - 2020.
Participation in the Young Mediterranean Voices training & field visits - British Council - 2019

Skills & Expertise

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| • Adobe (Photoshop, Premiere, Illustrator...) | • Creativity |
| • Canva | • DaVinci Resolve |
| • CapCut | • Time Management |
| • Microsoft Office | • News |
| • Digital Marketing | • Writing/Editing |
| • Market Research | • Public Speaking |
| • Social Media management | |
| • Photography & Video Editing | |
| • Customer Service | |
| • Problem Solving | |
| • Project Management | |

Languages

Arabic: Native | **English:** Good | **French:** Good | **Spanish:** Beginner

References are available upon request.