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7/10/2025

Communication Analyst

UN Women

Dear Hiring Manager,

I am excited to apply for the **Communication Analyst** position at UN Women. With a strong background in communications, event management, and digital marketing, I bring proven expertise in coordinating high-impact initiatives, fostering strategic partnerships, and delivering campaigns that drive engagement and visibility.

In my current role as **Communication and Training Coordinator at Forward Mena**, I have:

- Planned and executed large-scale events and career fairs, including a flagship event that attracted **30 registered companies and 450+ student attendees**.
- Forged **15+ university partnerships**, including signing MOUs with institutions such as the **Lebanese American University (LAU)**, strengthening long-term collaboration.
- Led multi-channel campaigns, managing content creation, ad performance analysis, and email marketing through Mailchimp, resulting in a **30% boost in brand engagement** and improved learner outreach.
- Delivered over **30 presentations** at schools, universities, and companies, showcasing my ability to communicate effectively and represent an organization professionally.

My academic foundation, an **MSc in International Marketing Management from the University of Leeds**, and certifications such as **Digital Marketing Specialist (Simplilearn)** complement my hands-on experience with CRM platforms, Adobe Creative Suite, and analytics tools. Fluent in Arabic and English, with beginner-level French and Italian, I excel at engaging diverse stakeholders across cultures and regions.

The mission of Injaz Lebanon to advance innovation aligns with my passion for using creative communication strategies and data-driven insights to amplify brand impact. I am eager to contribute my skills, creativity, and marketing expertise to support your team's growth and success.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experience can add value to your team.

Kind regards,

Tamara