



Pamela Samaha

Brand Manager

A multilingual brand manager with expertise in brand growth, content creation, communication strategy, marketing, and creative direction, combining strong communication skills and leadership abilities to drive brand consistency and team performance.

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EXPERIENCE

Mobile Arts SAL – Brand Manager

12/2024 - Present, Beirut, Lebanon

- Lead the overall brand & communication strategy for Mobile Arts and 7+ sub-brands, ensuring consistent messaging, positioning, and visual identity across all channels.
- Manage and mentor a creative & marketing team of 6 (including graphic designers, UI/UX designers, video editors, and content creators), overseeing execution quality, visual identity across all channels.
- Develop and implement communication and outreach plans to support all product launches, partnerships, and corporate initiatives.
- Oversee social media presence & content direction, approving messaging and calendars.
- Collaborate with telecom operators, brands and other media partners to boost exposure through joint press releases, interviews, features, and co-branded content.
- Represent the brand at industry events and exhibitions, leading participation strategy (booth concept, messaging, speaking angles), and ensuring strong on-ground communication.
- Negotiate with event organizers to secure sponsorships, speaking opportunities, and strategic visibility, building long-term partnerships and outreach opportunities.
- Conduct market research and competitor analysis to identify opportunities and guide creative direction.
- Define target audience personas and tailor strategies to maximize engagement across different markets.
- Oversee brand presence and branding, ensuring consistency across all digital channels and offline collateral.
- Review, edit, and publish all written content for the website, social media, press releases, case studies, annual reports, and corporate decks.
- Track and optimize team performance using KPIs and regular feedback.

Mobile Arts SAL – Content Specialist & Creative Copywriter

01/2024 - 12/2024, Beirut, Lebanon

SKILLS

Content Strategy & Planning

Brand Strategy

Creative Direction

Copywriting & Editing

Social Media Management

PR & Communication

Event Coverage

Sponsorship Coordination

Analytics & Reporting

Project Management

Canva

Notion

CMS

INTERESTS

Tech Trends

Digital Media

Branding

Storytelling

Languages

- Owned and managed the content calendar across website, social media, newsletters, and campaigns, ensuring timely, consistent, and relevant communication.
- Produced and coordinated high-quality written content that effectively communicates the features, benefits, and value of technology products and services.
- Created visually appealing and impactful presentations that effectively communicate the value and benefits of our services for various audiences.
- Planned and supported including booth messaging, presentations, brochures, and post-event coverage.
- Prepared awards & nominations program; secured 7 shortlists & 5 wins, earning high-authority & boosting brand credibility.
- Created user guides that serve as resources for our customers, providing clear instructions on how to utilize our services effectively.
- Maintained brand voice and tone consistency across all written materials and ensure adherence to brand guidelines.
- Designed and wrote engaging newsletters to communicate with our audience.
- Developed storyboards and concept maps to visualize web content strategies.
- Maintained a comprehensive archive of all content, ensuring it is categorized for easy retrieval.
- Conducted market, audience, and competitor research to inform messaging, topics, and campaign angles.
- Aligned with front-end developers and UI/UX professionals to refine website flow and user experience.

Political Science

Travel

LANGUAGES

Arabic (Native)

English (C1)

French (C1)

Spanish (B2)

Mobile Arts SAL - Copywriter

01/2023 - 12/2023, Beirut, Lebanon

- Wrote and edited content for web pages, social media, product descriptions, and newsletters.
- Contributed to defining and documenting brand voice and messaging guidelines for Mobile Arts and its sub-companies.
- Created impactful presentations and sales decks for internal and external use.
- Prepared content and managed social media channels aligned with brand voice.
- Wrote user guides and support documentation to enhance customer onboarding.
- Developed of marketing materials, booth content, and event assets to strengthen the company's presence at industry events.
- Collaborated with designers and developers to create appealing graphics and landing pages.

Skeldus – Content Marketing Specialist

10/2023 - 06/2024, New York , USA (Remote, Part-time)

- Owned the end-to-end marketing & content creation for a cybersecurity platform, including website copy, blogs, landing pages, and social media.
- Translated complex cybersecurity concepts into clear, accessible messaging for technical and non-technical audiences.

- Managed the content calendar and executed strategy to ensure consistency across all channels.
- Provided creative direction to strengthen brand positioning.
- Designed and structured content for client presentations and internal pitch decks.

SoundClub Magazine - Copywriter

04/2022 - 12/2022, UK , London (Remote)

- Wrote engaging magazine articles covering lifestyle trends, nightlife, music, and cultural events.
- Researched industry topics to produce relevant and timely content tailored to Sound Club's audience.
- Collaborated with editors and photographers to align written content with brand visuals and tone.
- Optimized digital articles with engaging headlines, metadata, and keywords to drive online readership.
- Had work featured in a well-known nightclub publication, strengthening brand visibility within the nightlife community.

TeleSupport International - Translator for UNHCR & WFP

08/2019 - 03/2022, Bsalim, Lebanon

- Working as a translator with the UNHCR and WFP team in Lebanon.
- Translating legal and financial documents and articles from Arabic into English and vice versa.
- Understanding the needs of refugees, writing down their claims, and classifying their case.
- Ensuring that the finished translated claims and articles relay the intended message as clearly as possible.

Freelance Translator

12/2019 – 12/2022

- Translated and prepared PowerPoint training material from English into French and Arabic for NGOs.
- Localized website content for a Lebanese law firm, translating between English, Arabic, and French.
- Translated and edited a PowerPoint presentation blueprint for Saudi Arabic Camel Festival.
- Subtitled videos and multimedia content for social campaigns and internal training materials.

EDUCATION

Bachelor in Translation

Lebanese University, Beirut - Faculty of Letters and Human Science, The Center for Languages and Translation (CLT)

10/2018 - 10/2021, Beirut, Lebanon

Professional Masters in Translation - Specialized Translation

Lebanese University, Beirut - Faculty of Letters and Human Science, The Center for Languages and Translation (CLT)

11/2021 - Present, Beirut, Lebanon

CERTIFICATIONS

Diplôme approfondi de langue française - DALF C1

Institut Français (12/2020)

The Complete Digital Marketing Guide

Udemy (06/2024)

Introduction to Humanitarian Translation

Translators Without Borders (03/2022)

Translation Quality Management

Tomsk State University, Coursera (12/2020)

Global Diplomacy: The United Nations in the World

University of London, Coursera (12/2020)

Refugees in the 21st Century

University of London, Coursera (12/2020)

Geopolitics of Europe

Science Po Paris, Coursera (12/2020)

International Organization Management

University of Geneva, Coursera (12/2020)

Moral Foundation of Politics

Yale University, Coursera (11/2020)
