

RASHA AZBA

PUBLIC RELATIONS EXECUTIVE

Lebanon
+961 76 832 470
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Education

- Bachelor of Public Relations and Advertising
2016 - 2019 | Lebanese University - Faculty of Information
- Interior Architecture & Design
2014 - 2016 | Lebanese University - Faculty of Fine Arts - IBA

Experience

- **Dar Al Saqi – Beirut, Lebanon**
Head of PR & Marketing Department
March 2025 – Present
 - Led the PR and marketing strategy for one of the Arab world's most respected publishing houses, promoting literary and intellectual works across regional and international markets.
 - Directed media relations, securing high-profile coverage in regional and international outlets (The National...), enhancing brand authority and author visibility.
 - Developed and implemented integrated campaigns for book launches, literary festivals, and author tours, resulting in increased sales and audience engagement.
 - Cultivated partnerships with cultural institutions, bookstores, and literary influencers to expand Dar Al Saqi's presence across the Arab region.
 - Spearheaded influencer and blogger outreach programs for key titles, driving organic reach, reader reviews, and community engagement.
 - Organized and promoted high-impact events including book signings, panels, and international book fairs (Abou Dhabi International Book Fair, Sharjah International Book Fair, Doha International Book Fair...), increasing brand visibility and direct sales.
 - Oversaw all PR content including press releases, author bios, catalogues, and media kits in both Arabic and English, ensuring alignment with Dar Al Saqi's editorial voice and cultural values.

- **Meriaa Media Studies & Consultancies – Dubai, UAE**

Account Executive - Freelance

January 2025 – Present

- Developed and executed integrated PR and influencer marketing campaigns to drive brand awareness and engagement across lifestyle, tech, and consumer sectors.
- Built and maintained relationships with key journalists, editors, and over 100 micro/macro influencers, securing high-impact media placements and social collaborations.
- Drafted and distributed press releases, media kits, Q&A briefs, and speeches, ensuring consistent messaging across all communication channels.
- Coordinated media interviews, press events, and brand activations.
- Monitored campaign analytics and PR metrics

- **Opus Ventures – Beirut, Lebanon**

Account Executive

August 2024 – March 2025

- Communicate with clients to gather information on project scope, budgets, and timelines.
- Meet with executives to discuss project goals, progress, and outcomes.
- Assemble new teams to align with client or business goals.
- Qualify inbound leads and prospects through phone and email communication.

- **Orient Planet Group– Abu Dhabi, UAE**

PR Account Executive

August 2022 – May 2024

- Primary tasks include assisting in creating official communications, devising media plans, influencer coordination, and managing third-party relationships
- Facilitated distribution of external and internal communications for the brand
- Cultivated strong relationships with targeted media outlets and influencers, enhancing overall media relations
- Oversaw monthly influencer campaigns with effective budget management for successful outcomes.
- Collaborated with top-tier publications to secure optimal value for clients
- Provided PR support during the client's participation in various events and conferences

- **Beam NGO- Al Chouf, Lebanon**

PR & social Media Marketing

April 2022 – June 2022

- **Full Marq Digital Agency – Beirut, Lebanon**

PR & social Media Marketing

March 2021

- **Sally's Cosmetics - Al Chouf, Lebanon**

Sales & social media specialist

June 2020 – July 2021

- **Freelancer**

Social media specialist

2019 - 2021

Achievements

- **Master Practitioner of Neuro Linguistic Programming**

March 2021 – July 2021

Approved by the American board of NLP | ABNLP

- **Practitioner of Neuro Linguistic Programming**

oct 2020 - Dec 2020

Approved by the American board of NLP | ABNLP

- **Social Media Marketing**

Jan 2021 - Feb 2021

Approved by D.O.T – Lebanon

- **TOEIC Bridge**

December 2021

Approved by D.O.T & Amideast – Lebanon

Language

- English - Fluent
- French - Fluent
- Arabic - Native

Skills

- Public Relations
- Account Management
- Corporate Communications
- Influencer Management
- Crisis Communication
- Media Liaising

Reference

- Eyad Zeidan – PR Regional Director at Orient Planet Group
+971 55 190 8590
 - Rayan Abu Diab – Founder of Opus Venture
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