



# NATHALIE SAFA

27 years old

## CONTACT

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📱 Natalie sf

## LANGUAGE

Arabic ●●●●●

English ●●●●●

French ●●●●●

## HOBBIES

Hiking

Watching movies

Photography



## ABOUT ME

Master 2 student in Corporate Communication holding a Diploma in Public Relations and Advertising, with over 6 years of professional experience in graphic design and advertising—equivalent to 10 years of expertise in branding, visual identity, and creative solutions across digital and print media. Highly skilled in transforming concepts into compelling visual narratives aligned with brand strategy and marketing objectives. Experienced in collaborating with agencies and corporate clients across real estate, hospitality, and retail sectors. Known for a professional, reliable, and adaptable approach, combining creative excellence with a strong understanding of communication strategy, advertising, and audience engagement.



## EDUCATION

### Lycee Des Arts

2000 - 2012

### Mayfadoon High School

2013 – 2016

SE

### Lebanese University

(UL) faculty of information

- Specializing in PR & Advertising 2017-2019
- Master student in corporate communication 2020 ---



## EXPERIENCE

### IBRAND advertising ( training ) 2018

- . Telemarketing
- . Data collection - Documenting information (M. word –excel)
- . Development of AD ideas

### Participation in the Arab summit in Lebanon (freelance) 2019

- . Responsible for the Egyptian delegation
- . Administrative service throughout the stay in Lebanon
- . Coordinate

### Participation in the organizing the Nouwat Award (freelance) 2019

- . Send invitation cards
- . Communication with the media and some journalists
- . Follow the event and media coverage

### RADOCARSBVBA (freelance) 2020

- . A study of the company's situation
- . Development of marketing methods
- . Social media marketing

### Lost box (website) marketing and advertising (freelance) 2021

- . Design and direct induction video
- . Marketing strategy
- . Social media marketing
- . Advertising administrator
- . Make brochure
- . Coordinate requirements for promotional material
- . Montage

### Flow Association Department of Media (volunteer work) 2021...

- . Create flyers - Social Media Marketing

### **ACHOUR HOLDING Senior Graphic Designer & Content Creator Strategist 2021 ...**

- . Creating flyers/Banner/Menus (for printing/digital)
- . Photographer and Videos editing
- . Packeging - bags/boxes/product emballage
- . Branding • Creating logos
- . Printing design (business card/letter head/brochure/company profile)
- . Social media marketing (BOOSTING –CAMPAGNS)
- . ALL PRINTINGS DOCUMENT (BILLBOARD-WALL OG FAME...)
- . Integrated AI-powered tools for concept generation, visual experimentation, content optimization, and campaign ideation.

### **BATAKJI COMPANY (Permanent freelance work)**

- . Creat logos (restaurant/application/supermarket...)
- . Social media content
- . Printing project(brochure/billboard/collaterals/board/packeging)

### **CHALHOUB REAL ESTATE AND CONSTRUCTION**

- . A study of the company's situation
- . Development of marketing methods
- . Social media content
- . Printing project(brochure/billboard/collaterals/board/packeging)
- . Social media marketing (BOOSTING –CAMPAIGNS)



## **SKILLS**

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- Teamwork
- Branding
- Social Media Strategy
- Critical thinking
- Computer skills
- Strong mastery in communications strategies and understanding of social media
- Strong project and agency management skills
- Ability to handle both short and long-term projects
- AI Design Tools
- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE PREMIERE PRO
- Distinguished capabilities in research



## **SKILLS I WORK TO IMPROVE & FUTURE WORK**

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- Adobe XD (UX-UI)
- HTML
- English language
- Create my own social media page to showcase my design
- AI artificial intelligence