


Rafa Bawab

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Lebanon

PROFESSIONAL SUMMARY

Communications and digital engagement professional with over 12 years of experience in international and humanitarian organizations, including UNHCR. Specialized in public information, stakeholder engagement, donor visibility, and digital content strategy. Proven ability to design and implement structured communication plans, manage social media platforms, produce high-impact content, and coordinate with government entities, UN agencies, and partners. Strong background in youth engagement, campaign planning, and performance analytics. Fluent in Arabic and English.

CORE COMPETENCIES

Social Media Strategy & Planning
Content Creation & Digital Storytelling
Youth Engagement & Community Mobilization
Stakeholder Coordination & Liaison
Donor Visibility & Branding Compliance
Campaign Development & Monthly Content Calendars
Analytics & Performance Reporting
Public Information & External Relations
Event Coordination & Outreach
Reporting & Administrative Management

PROFESSIONAL EXPERIENCE

Trifid Media

Meeting Setter

Lebanon | March 2026 – Present

- Conduct outreach to potential clients via social media and messaging platforms to generate qualified leads.
 - Initiate conversations, identify client needs, and position services aligned with their business goals.
 - Schedule and coordinate meetings between prospects and the sales team, ensuring high-quality lead qualification.
 - Personalize communication and follow-up strategies to increase response rates and booking conversions.
 - Maintain organized tracking of leads, conversations, and appointments using CRM system.
 - Collaborate with marketing and sales teams to optimize outreach scripts and targeting strategies.
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UNHCR – The UN Refugee Agency | Lebanon

Senior Protection Assistant – Public Information & External Relations

June 2018 – June 2025

- Focal point for public information and external relations, liaising with partners, donors, media, and local stakeholders.
- Coordinated VIP, donor, and partner field missions including agendas, logistics, briefing notes, and follow-ups.
- Developed visibility and communication materials (fact sheets, brochures, briefing packs) in compliance with donor branding requirements.
- Gathered and curated field content (photos, videos, human-interest stories) for outreach and public communications.
- Supported mass information and awareness campaigns ensuring consistent messaging across materials and platforms.
- Contributed to digital visibility efforts by providing structured content aligned with communication priorities.
- Drafted reports, maintained databases, and tracked action points with internal and external stakeholders.

Senior Registration Assistant

May 2017 – June 2018

- Provided counseling and information to refugees and asylum seekers.
- Drafted correspondence, statistical summaries, and reports for management.
- Coordinated with protection and inter-agency partners to support service delivery.

Registration Assistant

April 2014 – April 2017

- Conducted interviews and maintained registration data in line with SOPs.
- Coordinated referrals and supported inter-agency assistance activities.
- Coordinated approvals and content inputs with stakeholders to ensure alignment and smooth implementation.
- Applied audience insights and platform trends to optimize content impact and visibility.

EVENT COORDINATION & OUTREACH EXPERIENCE

Rest House Tyr Hotel & Resort

Banquet Sales & Event Coordinator | 2012 – 2014

- Planned and coordinated large-scale events, workshops, and functions.
- Prepared proposals, presentations, and client-facing materials.
- Acted as liaison between clients, partners, and operational teams.
- Managed logistics, follow-ups, and administrative documentation.

Freelance Event Coordinator

2012 – 2014

- Designed and coordinated themed outreach and private events.
- Managed vendors, logistics, presentations, and staffing coordination.

EDUCATION & CERTIFICATIONS

Professional Diploma in Digital Marketing
Lebanese American University (2024)

Certificate in Event Management
ESA Business School (2022)

Bachelor's Degree in Hospitality Management
Lebanese American University

TECHNICAL SKILLS

- Canva
 - Meta Business Suite
 - Video Editing Tools (CapCut / similar platforms)
 - Microsoft Office Suite
 - Analytics & Reporting Tools
 - Content Planning & Scheduling Platforms
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LANGUAGES

Arabic: Native
English: Professional Working Proficiency