





# MELISSA AOUN

## MARKETING & COMMUNICATION

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 Roman Road, Byblos, Lebanon

 [Creative Portfolio](#)

### PROFILE

With 10+ years of experience in digital marketing and communications, I'm searching for new opportunities in the field. Today, I aim to be an executive force, pushing myself toward my professional goals and personal aspirations.

### EDUCATION

2016 - 2017

**INSEEC BUSINESS SCHOOL, FRANCE**

- Master of Marketing & Brand Management
- GPA: 3.5 / 4.0

2010 - 2013

**HOLY SPIRIT UNIVERSITY KASLIK, LEBANON**

- Bachelor of Marketing & Musicology
- GPA: 3.2 / 4.0

### SKILL

- Content Strategy & Planning
- Copywriting & Messaging
- Creative Production
- Brand/NGO Storytelling
- Project & Stakeholder Management

### TOOLS



### WORK EXPERIENCE

2024 - PRESENT

**Graphics Tree | Dubai, UAE – Remote Marketing Specialist**

- Develop and implement B2B growth strategies.
- Managing day-to-day social media and website activities and engagement, with bi-monthly email campaigns and press releases for products like Shutterstock, Microsoft,...
- Work with the sales team for lead generation and create marketing materials on success stories.

MAR 2023 - MAY 2024

**World Rehabilitation Fund (NGO) | Beirut, Lebanon Communication & Referral Coordinator**

- Develop the communication strategy, materials, and beneficiary outreach.
- Innovated the project's referral systems, monitoring data, and reporting.
- Planned and coordinated events, and prepared MOMs and stakeholder reports for DAOAWG.

JAN 2021 - JAN 2023

**Arab Resource Collective (NGO) | Beirut, Lebanon Communication Coordinator**

- Managed and produced communication materials on the social platforms for 3 accounts.
- Coordinated with psychologists, designers, specialists, production teams, and external partners.
- Planning and representing at networking events.

JAN 2019 - NOV 2021

**Wunderman Thompson, Microsoft (Agency) | Beirut, Lebanon Digital Content Creator**

- Creating the Microsoft Middle East & Africa social content calendar for a total of 15 accounts.
- Supervised designers in producing visual assets, including images, videos, animations, and infographics.
- Co-presented content strategies with the Strategy Manager at the Global Sync meetings.

DEC 2017 - JUN 2018

**Jellysmack | Paris, France – Internship Community Manager**

- Managing daily social media platforms, curating generated content.
- Contributing to the brand's weekly editorial direction, from ideation to modeling at the studio.
- Establishing partnerships with beauty influencers across various platforms and accounts.

JAN 2013 - SEP 2016

**Media Production Services | Beirut, Lebanon Marketing Assistant**

- Engaging in development strategy, data entry and benchmarking.
- Managing social media pages and the website.
- Curating and designing content for the magazine's online and print edition.