

Venus Marwani

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Professional Summary

Communication and PR professional with solid experience leading brand messaging, public relations, and campaign communications across technology and media sectors. Strong background in managing high-profile international events, developing press and award-winning narratives, and coordinating cross-functional stakeholders. Recognized for translating complex offerings into clear, engaging stories that strengthen brand presence, drive audience engagement, and support business visibility across digital and on-ground platforms.

Core Competencies

- PR & Corporate Communications
- Brand Messaging & Positioning
- Event & Summit Communications
- Media Relations & Press Content
- Content Strategy & Editorial Writing
- Email Marketing & Audience Engagement
- Stakeholder & Vendor Coordination
- Social Media Communications

Experience

Content & Campaign Team Leader

Keemya | Nov 2025 - Present

- Leading and coordinating a 12-member team by delegating tasks, setting clear execution plans, and ensuring consistent delivery quality across content and campaign activities
- Conducting internal meetings and workshops to identify performance gaps, improve workflows, and strengthen collaboration between content, campaigns, and account management
- Managing campaign-based client work, overseeing high-impact deliverables including large-scale social media videos, TV advertisements, billboards, and integrated marketing campaigns
- Participating in client meetings alongside account managers to identify gaps, propose practical solutions, and align campaign execution with brand and business objectives

PR & Communication Manager

RELATED Inc. | May 2023 - Dec 2024

- Led communications for Telecom Review Leaders' Summit 2023–2024, supporting event narratives for 700+ attendees and corporate stakeholders across telecom and tech
- Supported communications for TM Forum Copenhagen, aligning content and event messaging for an audience of approximately 500 from AI and innovation-driven organizations
- Developed press releases, editorial assets, interview preparation content, and award submissions, contributing to 2 consecutive award wins through strong narrative positioning
- Coordinated with event planners, contractors, and stakeholders to finalize booth designs, interactive concepts, and written collateral supporting brand presence and attendee engagement
- Executed monthly HubSpot emailers achieving 42% open rates and 30% click-through rates by prioritizing informative topics and clear creative direction

Copywriter & Content Creator

Tecomsa S.A.L | Sep 2021 - May 2023

- Delivered content output averaging 4 blogs monthly plus 2 scripts, supporting technology-focused communications across websites, campaigns, and brand platforms
- Supported website launch by managing content development for approximately 7 months, coordinating with designers and videographers on visuals and video direction
- Produced SEO-oriented website content using Semrush structures, supporting improved visibility and sustained blog traffic through consistent publishing and topic relevance
- Created platform content that achieved strong visibility, including TikTok performance exceeding 30K views for a lifestyle-focused account

Marketing Executive - Team Leader

FULLMARQ | May 2021 - Aug 2021

- Managed 6 client accounts, supporting campaign delivery and platform performance while maintaining structured client communication and consistent content execution
- Coordinated task delegation and follow-up across ongoing priorities, supporting smoother workflows and clearer accountability across client deliverables

Account Manager - Social Media Specialist

GWDS | May 2020 - May 2021

- Managed 15+ client accounts across sectors including jewellery, nurseries, contracting, clothing, and salons, supporting consistent content delivery and client satisfaction
- Supported Qatar-based bundle campaigns through planning and boosting, contributing to increased site visits and improved online purchase activity for selected accounts

Community Management Consultant

ITP Media Group | Project-Based

- Supported community engagement for Mazaj YouTube channel with 3M subscribers, with content reaching up to 3.5M views across publishing cycles
- Supported multi-platform presence across YouTube, Snapchat, TikTok, Instagram, and Facebook; contributed to PlayStation Arabia channel performance reaching 1M views

Education

- Master's in Marketing - Lebanese University | 2021
- BBA in Business Administration - Lebanese University | 2019

Certificates

- HubSpot - Inbound Marketing
- Google Digital Garage - Digital Marketing Courses
- Fashion Design - ESMOD

Technical Skills

- Platforms & CMS: HubSpot, WordPress
- SEO & Content Support: Semrush
- Communications Deliverables: Press releases, editorial writing, interview preparation, award submissions, email campaign content

Languages

- Arabic - Native
- English - Fluent