



Pamela Samaha

Brand Manager | Content Lead | Brand & Communications Specialist

Beirut, Lebanon

+961 70 70 33 72

[Linkedin](#)

pamelasamahaa@gmail.com

Multilingual content and communications professional with experience in editorial strategy, bilingual content creation, and brand communication. Experienced in managing creative teams, overseeing content workflows, maintaining brand and editorial consistency, and translating complex ideas into clear, engaging messaging for diverse audiences.

EXPERIENCE

Mobile Arts SAL – Brand Manager

12/2024 - Present, Beirut, Lebanon

- Lead the overall brand & communication strategy for Mobile Arts and 7+ sub-brands, ensuring consistent messaging, positioning, and visual identity across all channels.
- Manage and mentor a creative & marketing team of 6 (including graphic designers, UI/UX designers, video editors, and content creators), overseeing execution quality, visual identity across all channels.
- Develop and implement communication and outreach plans to support all product launches, partnerships, and corporate initiatives.
- Oversee social media presence & content direction, approving messaging and calendars.
- Collaborate with telecom operators, brands and other media partners to boost exposure through joint press releases, interviews, features, and co-branded content.
- Represent the brand at industry events and exhibitions, leading participation strategy (booth concept, messaging, speaking angles), and ensuring strong on-ground communication.
- Negotiate with event organizers to secure sponsorships, speaking opportunities, and strategic visibility, building long-term partnerships and outreach opportunities.
- Support HR employer branding for hiring candidates and translating company values.
- Conduct market research and competitor analysis to identify opportunities and guide creative direction.
- Coordinate founder on-camera content to strengthen brand positioning.
- Define target audience personas and tailor strategies to maximize engagement across different markets.

SKILLS

Content Strategy & Planning

Brand Strategy

Content Strategy

Creative Direction

Social Media Management

Content Calendar Management

Bilingual Content Editing

Copywriting & Proofreading

Localization & Translation

Multilingual PR &

Communication

Event Coverage

Sponsorship Coordination

Project Management

Canva

Notion

CMS

INTERESTS

Tech Trends

Digital Media

Branding

- Oversee brand presence and branding, ensuring consistency across all digital channels and offline collateral.
- Review, edit, and publish all written content for the website, social media, press releases, case studies, annual reports, and corporate decks.
- Track and optimize team performance using KPIs and regular feedback.

Storytelling

Languages

Political Science

Travel

Mobile Arts SAL – Marketing Coordinator & Creative Copywriter

01/2024 - 12/2024, Beirut, Lebanon

- Owned and managed the editorial calendar and content calendar across website, social media, newsletters, and campaigns, ensuring timely, consistent, and relevant communication.
- Produced and coordinated high-quality written content that effectively communicates the features, benefits, and value of technology products and services.
- Created visually appealing and impactful presentations that effectively communicate the value and benefits of our services for various audiences.
- Planned and supported including booth messaging, presentations, brochures, and post-event coverage.
- Prepared awards & nominations program; secured 7 shortlists & 5 wins, earning high-authority & boosting brand credibility.
- Created user guides that serve as resources for our customers, providing clear instructions on how to utilize our services effectively.
- Maintained brand voice and tone consistency across all written materials and ensure adherence to brand guidelines.
- Designed and wrote engaging newsletters to communicate with our audience.
- Developed storyboards and concept maps to visualize web content strategies.
- Maintained a comprehensive archive of all content, ensuring it is categorized for easy retrieval.
- Conducted market, audience, and competitor research to inform messaging, topics, and campaign angles.
- Aligned with front-end developers and UI/UX professionals to refine website flow and user experience.

LANGUAGES

Arabic (Native)

English (C1)

French (C1)

Spanish (B2)

Mobile Arts SAL – Product Copywriter

01/2023 - 12/2023, Beirut, Lebanon

- Wrote and edited content for web pages, social media, product descriptions, and newsletters.
- Contributed to defining and documenting brand voice and messaging guidelines for Mobile Arts and its sub-companies.
- Created impactful presentations and sales decks for internal and external use.
- Prepared content and managed social media channels aligned with brand voice.
- Wrote user guides and support documentation to enhance customer onboarding.
- Developed of marketing materials, booth content, and event assets to strengthen the company's presence at industry events.

- Collaborated with designers and developers to create appealing graphics and landing pages.

Skeldus – Content Marketing Specialist

10/2023 - 06/2024, New York , USA (Remote, Part-time)

- Owned the end-to-end marketing & content creation for a cybersecurity platform, including website copy, blogs, landing pages, and social media.
- Translated complex cybersecurity concepts into clear, accessible messaging for technical and non-technical audiences.
- Managed the content calendar and executed strategy to ensure consistency across all channels.
- Provided creative direction to strengthen brand positioning.
- Designed and structured content for client presentations and internal pitch decks.

SoundClub Magazine - Copywriter

04/2022 - 12/2022, UK , London (Remote)

- Edited, proofread, and produced digital editorial content covering culture, nightlife, and entertainment.
- Researched industry topics to produce relevant and timely content tailored to Sound Club's audience.
- Collaborated with editors and creatives to maintain publication tone and content quality.
- Optimized digital articles with engaging headlines, metadata, and keywords to drive online readership.
- Had work featured in a well-known nightclub publication, strengthening brand visibility within the nightlife community.

TeleSupport International - Translator for UNHCR & WFP

08/2019 - 03/2022, Bsalim, Lebanon

- Localized and edited multilingual content across legal, humanitarian, and corporate materials while ensuring clarity, cultural accuracy, and tone consistency.
- Working as a translator with the UNHCR and WFP team in Lebanon.
- Translating bilingual legal and financial documents and articles from Arabic into English and vice versa.
- Understanding the needs of refugees, writing down their claims, and classifying their case.
- Ensuring that the finished translated claims and articles relay the intended message as clearly as possible.

Freelance Translator

12/2019 – 12/2022

- Translated and prepared PowerPoint training material from English into French and Arabic for NGOs.

- Localized website content for a Lebanese law firm, translating between English, Arabic, and French.
- Translated and edited a PowerPoint presentation blueprint for Saudi Arabic Camel Festival.
- Subtitled videos and multimedia content for social campaigns and internal training materials.

EDUCATION

Bachelor in Translation

Lebanese University, Beirut - Faculty of Letters and Human Science, The Center for Languages and Translation (CLT)

10/2018 - 10/2021, Beirut, Lebanon

Professional Masters in Translation - Specialized Translation

Lebanese University, Beirut - Faculty of Letters and Human Science, The Center for Languages and Translation (CLT)

11/2021 - Present, Beirut, Lebanon

CERTIFICATIONS

Diplôme approfondi de langue française - DALF C1

Institut Français (12/2020)

The Complete Digital Marketing Guide

Udemy (06/2024)

Introduction to Humanitarian Translation

Translators Without Borders (03/2022)

Translation Quality Management

Tomsk State University, Coursera (12/2020)

Global Diplomacy: The United Nations in the World

University of London, Coursera (12/2020)

Refugees in the 21st Century

University of London, Coursera (12/2020)

Geopolitics of Europe

Science Po Paris, Coursera (12/2020)

International Organization Management

University of Geneva, Coursera (12/2020)

Moral Foundation of Politics

