

Tia El Chami

chamitia2@gmail.com
(+961) 70428333
Beirut, Lebanon
Arabic · English · French · Spanish

PROFILE

Digital communications and content professional with experience translating complex research, policy, and advocacy work into clear, compelling narratives across platforms. Skilled in social media management, editorial coordination, and audience-centred storytelling, with a background in civil society, policy-adjacent organisations, and multilingual environments. Fluent in Arabic and English, with a strong interest in public affairs, democratic accountability, and media's role in shaping informed public discourse.

PROFESSIONAL EXPERIENCE

Marketing & Communications Associate · *nafda, Lebanon* Oct 2024 – Present

- Manages digital communications across social platforms — scheduling, formatting, publishing, and monitoring content to maintain consistent brand presence and audience engagement.
- Translates research, impact data, and programme outputs into accessible content for donors, partners, and public audiences across newsletters, social media, and digital publications.
- Produces multi-format content including short-form documentary videos, social-first assets, and written communications, adapting long-form material for different platforms and audiences.
- Handles media relations and external communications, sustaining a coherent and values-aligned public narrative across all outputs.

Marketing Consultant · *arcenciel, Lebanon* Jun 2025 – Jan 2026

- Designed and implemented a six-month strategic communications roadmap, aligning digital content with community engagement goals and organisational visibility objectives.
- Coordinated multi-city campaigns across 15 diaspora cities, managing creative briefs, asset delivery timelines, and cross-team approvals end-to-end.
- Produced cross-platform content — publications, newsletters, and digital storytelling assets — rooted in organisational mission and tailored to diverse audiences.
- Coached internal teams on values-aligned messaging, strategic communications, and authentic stakeholder engagement.

Social Media Coordinator · *Asfari Institute for Civil Society & Citizenship, AUB* Feb 2024 – Sep 2024

- Developed and maintained quarterly content calendars across six concurrent civil society and policy projects, coordinating with writers, designers, and senior stakeholders.
- Adapted research outputs, event summaries, and advocacy materials into engaging social content for a range of audiences, including policymakers, civil society actors, and the general public.
- Managed day-to-day publishing across platforms, ensuring consistent brand voice and supporting outreach for in-person and hybrid public events.

Co-Founder & Communications Lead · *Ma3kon (CSO), Lebanon* Aug 2020 – Jan 2023

- Co-founded the organisation and built all communications infrastructure from scratch — content strategy, social media presence, and community outreach across digital channels.
- Produced multimedia awareness campaigns on period poverty, combining research-informed messaging with community storytelling to challenge stigma and drive engagement.
- Directed crisis communications during emergency response operations and established partnerships with 10+ local CSOs and NGOs.

CORE SKILLS

Digital Communications

Social Media Management & Strategy

Content & Editorial

Research-to-Content Translation

Production & Tools

Video Production & Editing

Newsletter & Website Content
Platform Monitoring & Analytics

Writing, Editing & Proofreading
Multilingual Comms (AR / EN / FR)

Graphic Design (Canva, Adobe Suite)
Microsoft Office Suite

EDUCATION

BA (Hons) International Relations & Spanish

Sep 2020 – Jul 2023

University of Nottingham, Malaysia · GPA 4.0 — Dean's Honour List

Video Essentials: Audio-Visual Production for Social Change

May 2024

RNW Media