

NATHALIE SAFA

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SUMMARY

Master 2 student in Corporate Communication holding a Diploma in Public Relations and Advertising, with over 6 years of professional experience in graphic design and advertising. Expertise in branding, visual identity, and creative solutions across digital and print media. Proficient in Adobe Photoshop and AI Design Tools. Experienced in collaborating with agencies and corporate clients across various sectors. Prepared to drive theARLab's creative vision as an Art Director.

EXPERIENCE

*RADOCARSBVBA, **Freelance Consultant***

Apr 2021 - Nov 2021

- Conducted an in-depth analysis of the company's current market position and performance, identifying key areas for improvement.
- Developed and implemented strategic marketing methods aligned with business objectives, enhancing brand visibility and engagement.
- Managed and executed social media marketing initiatives, boosting audience engagement by ##% through targeted strategies and creative content.

*CHALHOUB REAL ESTATE AND CONSTRUCTION, **Marketing Consultant***

Dec 2024 - Jun 2025

- Conducted comprehensive company analysis, identifying key areas for marketing improvement and strategic development.
- Developed and executed innovative marketing methods, enhancing brand visibility and engagement across digital and print media.
- Created and managed social media content and campaigns, boosting engagement and reach by ##% through targeted strategies and creative visuals.

*Lost box , **(app) marketing and advertising***

Nov 2020 - Aug 2021

- Designed and directed induction videos, enhancing onboarding experiences and ensuring cohesive visual storytelling.
- Developed and executed marketing strategies, increasing social media engagement by ##% through targeted campaigns and creative content.
- Coordinated promotional material requirements, ensuring timely delivery and alignment with brand guidelines.

*iBrand Advertising, **Training***

Jul 2018 - Aug 2018

- Conducted structured data collection and market insights gathering to support strategic decisions
- Managed professional documentation and reporting using Microsoft Word and Excel, ensuring accuracy and consistency.
- Contributed to the development of innovative advertising concepts and campaign ideas

*Nouwat , **Participation in the organizing the Award***

Jul 2019 - Jul 2019

- Coordinated media coverage and communication with journalists, ensuring comprehensive event exposure and positive media relations.
- Managed invitation distribution and event follow-up, enhancing attendee engagement and satisfaction.
- Oversaw event coordination, streamlining processes and improving efficiency by ##%.

*the Arab summit in Lebanon, **Participation (freelance) 2019***

Jan 2019 - Jan 2019

- Oversaw the Egyptian delegation, ensuring smooth coordination and administrative services throughout their stay in Lebanon.
- Streamlined administrative processes
- Organized and managed corporate events, ensuring successful execution and positive outcomes.

*ACHOUR HOLDING, **Senior Graphic Designer & Content Creator Strategist***

2021 - Present

- Directed the creation of flyers, banners, and menus for both print and digital media, enhancing brand visibility and engagement.
- Led photography and video editing projects, integrating AI-powered tools for concept generation, visual experimentation, and content optimization.
- Managed branding projects, including logo creation and packaging design, ensuring cohesive visual identity across all print and digital materials.

BATAKJI COMPANY, *Permanent freelance work*

- . Creat logos (restaurant/application/supermarket...)
- . Social media content
- . Printing project(brochure/billboard/collaterals/board/packeging)

EDUCATION

Lycee Des Arts

Mayfadoon High School

Lebanese University (UL) faculty of information

PR & Advertising

Lebanese University (UL) faculty of information

Corporate Communication

LICENSES & CERTIFICATIONS

Social Media Marketing Course

Tech Train • 0108202411 • Issued Sep 2024 - Expires Oct 2024

AI Masterclass for Social Media & Digital Growth

Lens Business Solutions • Issued Jul 2025 - Expires Jul 2025

SKILLS

Branding • Social Media Strategy • Critical thinking • Computer skills • Strong mastery in communications strategies and understanding of social media • Strong project and agency management skills • Ability to handle both short and long-term projects • AI Design Tools • Adobe Creative Cloud • Print Design