

RAYA HAIDAR MANSOUR



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Nationalities. Lebanese, Colombian

OBJECTIVE

Seeking a senior position in the communication department of a reputable company based in Lebanon where I can learn and grow on a daily basis as well as contribute with both my educational and professional experience.

EDUCATION

Bachelor in Communication Arts (Radio/TV)

2005 - 2010

American University of Science & Technology – Beirut, Lebanon

PROFESSIONAL EXPERIENCE

PR & Communication Consultant - Freelancer

August 2018 - Present

Absolut Vodka ('Civil Love' campaign) - Interesting Times agency
Blom Bank Beirut Marathon - Beirut Marathon Association

PR Manager at its.Communications agency

Jan 2017 – July 2018

www.itsbeirut.com

Handling: BeitMisk, Kefraya, Dar el Ajaza Al Islamiyyah Hospital,
Beirut Cultural Festivals, LGB BANK, Al Mawarid Bank,
Makhzoumi Foundation, Burger King, Restos St. Nicolas, Venture Group

PR & Marketing Manager at JGROUP

Jun 2016 – Dec 2016

www.jgroup-me.com

PR & Communication Manager at Leo Burnett

Nov 2014 – Jun 2016

Senior PR & Communication Executive at Leo Burnett

Nov 2013 – Nov 2014

www.leoburnett.com

Handling: Alfa, Total Liban, adidas, Diageo, Ericsson, Tania Saleh, Ramy Essam

Senior Account Executive at Asda'a BURSON MARSTELLER

Jul 2011 – Oct 2013

www.asdaa.com

Handling: Solidere -Beirut Souks, Landmark Group, King Food, Events
Production, Beiersdorf, Eli Lily, L'Oreal, Silkor, Once Weddings by Ziad Nassar

Responsibilities:

- Controlling day-to-day client requests
- Managing and preparing full-fledged corporate events including product launches, Press conferences, round tables, venue openings, fashion shows, concerts, etc.
- Establishing, growing and sustaining strong media and bloggers relations and loyalty programs- Pitching interviews and article placements in targeted media
- Managing multiple projects simultaneously
- Planning and ensuring that all work is delivered on time and as per client brief
- Event consulting with concept creation and ideation + organizing key events and activations with promotional engagement
- Coordination with the creative, digital, and media agencies
- Development of strategic communication plans for PR activities and initiatives
- Connecting with bloggers and influencers and developing digital PR strategies

Actress

2010

TV series "Metel el Kezeb" aired on LBCI

Company & Series Overview

LBCI is one of Lebanon's oldest local TV stations and a category leader. In March 2010, the station aired a social series called "Metel el Kezeb", a dramatic representation of daily socio-economic.

Role Overview

- Memorizing script lines and actions and performing them in the manner of my specific character
- Researching characters, studying script dialogue and rehearsing performances
- Conferring with other actors and directors as to the emotions, gestures and facial expressions required for character
- Delivering dramatic performance requesting genuine expression of feelings and emotions

News Reporter

2009

LBCI

Position Responsibilities:

- Acting as on-ground news reporter for the station during the parliamentary elections of 2009.

Indoor Saleswoman

2005

Best Seller (Vero Moda)

Company Overview

Best Seller is a leading retailer in Lebanon with key fashion brands like Vero Moda, Jack & Jones and Pieces.

Position Responsibilities:

- Shelving merchandise according to brand's guidelines, tidying up and restocking
- Helping customers make selections and answering their questions
- Pointing out sale items and recommending accessories
- Processing sales and packaging purchased items

Internships (TV Production departments)
2008 - 2009

FUTURE TV, Lebanon (programs: A'Alam el Sabah and A'ailaty)
MBC TV, Lebanon (program: A'akher man ya3lam)

PROFESSIONAL
ACHIEVEMENT

Producing and directing a short film named "A4LOVE"

The movie was showcased at the Beirut International Film Festival, the NDU Film Festival and "Nadi li Kol el Nas" Student Film Festival.

I was approached by AL HURRA TV, MTV (twice), LBCI (twice), and ORBIT to speak about my film.

WORKSHOPS

People Management Program

By Richard Jolly (UAE, Oct. 2015)

The Future of PR

By Stuart Bruce (Beirut, Nov. 2015)

PROFESSIONAL
SKILLS

- Good command of Arabic, French and English
- Media, influencers & bloggers' relations skills
- Customer and client servicing skills
- Events management
- Good adaptability and multi-tasking skills

COMPUTER
SKILLS

- Good command of Microsoft Office
- Internet browsing
- Adobe Photoshop
- Illustrator – Quark

LANGUAGES

Arabic, English, French, Spanish (basic)

INTERESTS

People, Travelling, Fashion, Food, Music, Movies and Smart Ads.

REFERENCES

| | |
|---|---------------|
| Mrs. Hanan Msharrafieh (FUTURE TV) | +9613 379 057 |
| Mr. Assaad Maroun (LBC) | +9613 202 534 |
| Mr. Walid Fakhreddine (4 Productions) | +9613 753 900 |
| Mrs. Ghada el Khatib (Asda'a Burson Marsteller) | +9613 301 653 |
| Mr. Jo Chemali (Leo Comm – Leo Burnett) | +9613 328 798 |