



## CONTACT

 amerdayyeh@gmail.com

 + 961 3 204026

 Beirut, Lebanon

## AMER DAYA

### BIO

I have graduated with a BA in communication arts Radio, TV & film production in 2014 from the Lebanon American University, Beirut Lebanon. Then proceeded with interning in several reputable media houses in Beirut & Dubai such as: MINTMENA, Al Sayegh media & FP7 Beirut which I've learned all the aspects of the business to become an account manager in SNAP media group Beirut then later join Power league gaming.

## EXPERIENCE

### COMMUNITY.BUILDER-POWERLEAGUEGAMING

**Sept1st-Dec31st'18**

Manage new product and content releases with online community.  
Collaborate with advertising and promotion managers to promote products and services.  
Promote brand awareness through streams on Facebook.  
Monitored online posts for content and adherence to guidelines.  
Directing and managing promotional and informational activities on multiple social media platforms.  
Organizing and administering tournaments in the MENA region.

### SENIOR.ACCOUNT.EXECUTIVE-SNAPMEDIA

**Jan-Aug '18**

Developed new businesses with existing clients such as BMW, Mercedes & Nokia and identify areas of improvement to meet sales target  
Served as the lead point of contact for all customer account management matters with the media agencies such as Universal media, Mindshare, Magna, OMD, PHD, Vivaki, Rizk advertising & Spirit  
Ensured the timely and successful delivery of our solutions according to customer needs and objectives  
Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders  
Assisted with challenging client requests or issue escalations as needed  
Forecasted and tracked key accounts

### BUSINESS.DEVELOPMENT.EXECUTIVE-YUCCA HOLDING

**Feb'17-Jan '18**

Managed KidzNation, a youth entertainment center and playground day to day operations & events.  
Handled, alongside the team, the launch and operations of the "Aqua theme park project".  
The scope of work revolved around attending industry functions, events, and conferences; providing feedback and information on current market/creative trends and handling operations.

### INTERSHIPS- FP7 Beirut, MINT & AL SAYEGH MEDIA Dubai

**Jan '16-Feb '17**

Audio production/recording/editing/mastering/concept creation & design  
Worked on local clients such as Dubai Sports Council, The Government of Dubai, Daman Insurance, Byblos Bank, Animal House, McDonald's, Pizza Hut, Bloomingdale's, Lifebuoy, Nestle, MasterCard & Fair and Lovely.

## EDUCATION

**LEBANESE AMERICAN UNIVERSITY (LAU)- Bachelor of Arts in Communication Arts Radio TV/Film Production 2011-2014**

**LEADERS TECHNOLOGY CENTER- Certificate in Illustrator and Photoshop 2014**

**BEIRUT MODERN SCHOOL- Lebanese Baccalaureate in Sociology & Economics (SE) 2010**

## SKILLS

Fluent in English, Arabic and Intermediate in French.  
Intermediate in Microsoft Office (Excel, Word, PowerPoint), Adobe Illustrator and Adobe Photoshop.  
Strong communication / Creative / Sense of responsibility / Team-player mentality/ Driven to achieve results/ Confident/Ability to remain calm and level-headed under pressure/ Persistent