



REAH (Roah)
AMROU

WRITER.VOICE OVER
SOCIAL MEDIA EXECUTIVE

Flat 2 - 3rd floor

BBAC Bldg. Furn el Chebbak St.

Beirut, Lebanon

+961 76 694011

reah.ams@gmail.com

ABOUT ME

My field of work is in the open channels of media and communications-where I apply my learned expertise and experience while executing my exceptional-bilingual communication skills. I strive to build upon my acquired skills and am always aiming to reach new advancement opportunities. I am a seasoned pro in freelance work that entails creative and production writing styles. My appreciation of the role played by the mass media in society further aids me in adopting new aptitudes in both critical faculties and creative potential. I am very social media savvy and have much experience with copy-writing, script writing and editing. Also, from past work experience I am naturally very intuitive in PR tactics and damage control during public relations crises: this ties in with having a keen sense on problem solving and finding solutions to matters at hand. Lastly I'd just like to mention that voice over has been in my resume since I was very young in age and have full head on experience in this medium as well as portraying accents of a wide range.

f /Reah.Amrou

ig /Reyeah

in /ReahAmrou

EDUCATION

● BACHELOR OF ARTS IN RADIO & TELEVISION

American University of Science & Technology | 2013 - 2017

Studied mass communications with an emphasis in radio & television.

Wrote, directed, produced my own short film that received an A grade.

● SOCIOLOGY DIPLOMA

American University of Beirut | 2007 - 2010 & 2012

Studied Sociology with an emphasis in cultural behavior.

Received my diploma after a case study about ideology of Nacirema.

● GRADUATE

Richardson High School | 2003 - 2007

Took advanced classes in English Literature and Social Sciences.

Attended the Magnet Program throughout my high school career.

EXTRACURRICULAR ACTIVITIES

● American University of Science & Technology

Organizations joined in AUST:

Media Club Member

AUST Weekly Print Gazette

● American University of Beirut

Organizations joined in AUB:

Outlook (AUB Newspaper head reporter)

Toastmasters (Head of Counsel Speech Director)

Secular Club (Freedom of Politics Administrator)

● Richardson High School

Organizations joined in RHS:

RHS news-magazine editor of the "Talon"

National Honorary Poet Society

LANGUAGE SKILLS

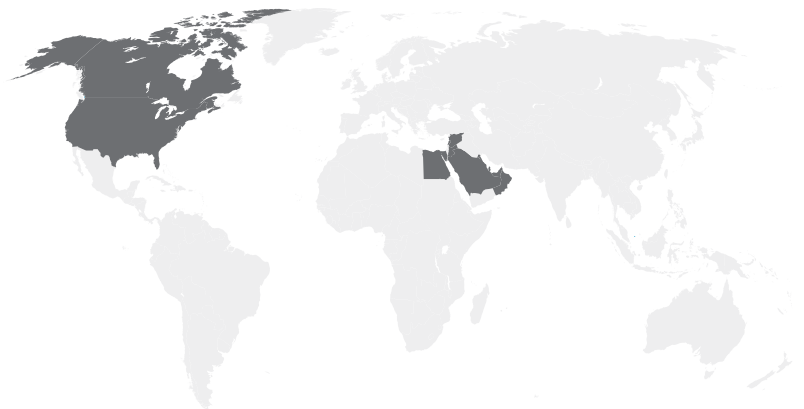
Born in USA of Lebanese ancestry. Learned Arabic from family & travelling. Learning German & Spanish.

ENGLISH
%100

ARABIC
%100

GERMAN
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SPANISH
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REFERENCES

Steve Khoury | CEO at Kelsoe Khoury Rogers & Clark, P.C.

001 214 906 2999| sakhoury@kelsoe-law.com

Bill Underwood | CEO at Underwood Perkins, P.C.

001 972 661 5114 wunderwood@underwoodperkins.com

SKILLS

Illustrator



Photoshop



Celtx



Word



Powerpoint





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EXPERIENCE

• SOCIAL MEDIA EXECUTIVE- HEAD COPYWRITER

GoDigital | Jun 17 -Present

- Head and participate in social media team operations
- Conduct Influencer events and offline activations
- Editor in Chief of all written content
- Curate content to reach the company's ideal customers and manage all published content (images, video & written)
- Design, create and manage promotions and Social ad campaigns
- Develop a strategy and implement a proactive process for capturing customer online reviews while monitoring online ratings and respond accordingly
- Monitor trends in Social Media Tools, applications, channels, design and strategy
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising Social Media campaigns
- Analyze, review and report on effectiveness of campaigns in effort to maximize results
- Secure and gain clients through use of communication & PR

• Social Media Specialist - Team Leader

Limescent | May 16 - Jul 17

- Head and participate in social media team operations
- Curate all written content
- Lead team on account information and pathway
- Curate content to reach the company's ideal customers and manage all published content (images, video & written)
- Design, create and manage promotions and Social ad campaigns
- Develop a strategy and implement a proactive process for capturing customer online reviews while monitoring online ratings and respond accordingly
- Monitor trends in Social Media Tools, applications, channels, design and strategy
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising Social Media campaigns
- Analyze, review and report on effectiveness of campaigns in effort to maximize results

• Social Media Manager

Mondanite| Aug 15 - Mar 16

- Create content to reach companys ideal fanbase/manage content
- Design create and manage promotions and Social ad campaigns
- Develop a strategy and implement a process for capturing customer online reviews while monitoring online ratings and respondaccordingly
- Monitor trends in Social Media Tools, applications, channels, design-strategy
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising Social Media campaigns
- Analyze, review and report on effectiveness of campaigns in effort to maximize results

• COMMUNITY MANAGER

HUB MEDIA | Jun 16 - Aug 15

- Posting of content on social media platforms to engage more followers
- Being in contact with suppliers and media owners when necessary
- Training on how to develop a Facebook campaign and increase engagement
- Handled clients on social media pages and increase likes and audience numbers
- Develop media plans
- Understanding in media landscape of Lebanon
- Understanding in digital platforms
- Trained in offline media roles and benefits from a media perspective
- Dealing with clients when necessary
- Attend client's meetings and presentations
- Secure and gain clients through use of communication & PR

• VOICE OVER ARTIST

Freelance Projects (Guest Radio Host) | Jul 14 - Present

- Able to speak in multiple tones of voice and with various international accents.
- The ability to speak clearly and with a pleasing voice.
- Can speak in Arabic and English thoroughly and do a wide array of dialectic languages.
- Has experience in commercials, and radio ads (done at a nuance level)
- Help create taglines, jingle lyrics, web page content online ads and other offline material billboards, etc...

• SPEECH WRITER

Beirut(BLOM)Marathon | Jan 11 - Jun 11

- Speech writer to founder of Beirut Marathon May Khalil
- Proof reading and editing articles for the newsletter

• ADMINISTRATIVE ASSISTANT

Underwood Perkins, P.C. | Jul 07 - Aug 09

- Scheduled and organized meetings and company events
- Responded to inquiries and provided clerical support to clients and management
- Handled official company correspondences
- Book appointments, meetings and correspondents
- Secretarial duties

• ALSO WORKED FOR:

Nidal-Zihar Haute Couture

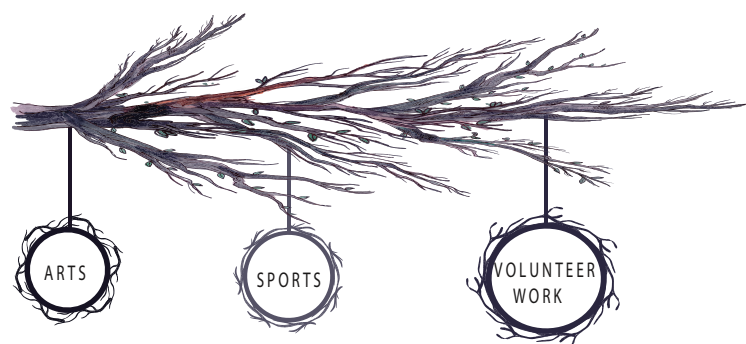
The 411 News Show

American Eagle Outfitters

WalMart

Ego, 6th Sense Productions, PureInk

SKILLS



Reading novels
Painting
Photography
All forms of Writing

Badminton
Cycling
Swimming
Hiking
Camping

Active volunteer
at the St. Jude's
Cancer Center &
Keep Lebanon
Klean Act

Leadership



Communication



Team-Building



Public Speaking



Creative Writing



Organizational



Reporting



Surveying



Script Writing



Voice Over

