

Rawan Mneimne– MEDIA EXECUTIVE

PROFESSIONAL EXPERIENCE

RIZKGROUP, Lebanon - (November 2014 – January 2018 YTD)

ON JOB EXPERIENCE INCLUDES:

- Daily, Weekly and Monthly Newspapers and Magazines Monitoring
- Press-Releases sending and follow-up and cuttings
- Reports and presentations after the end of OOH/press campaign
- Events and activations invitations sending and follow-up
- Daily alerts on STATEX for competitors' activities / Re launched Alerts
- Monthly competitive reports on Statex for competitors' activities
- Daily TV monitoring on Statex for actual clients campaigns
- Daily AD View monitoring/alerts on STATEX for competitors' activities
- Booking Print, Radio, OOH and TV schedules and following up
- Creative advertising overview meetings
- Media planning (Print, Radio, OOH and TV)
- Involvement in media buying and negotiations.
- Prepare competitive expenditure reports and analysis.
- Prepare media budgets for Clients on weekly, monthly, and yearly Excel sheets.
- Pro-actively seek new media opportunities for Clients.
- Involvement in invoicing procedures for the Media and the Clients.

LIBAN CABLES, Lebanon – Marketing & Communications Intern (June to August 2013)

ON JOB EXPERIENCE INCLUDES:

- Monitored media reports on daily basis
- Conducted a research on and classification on local distribution
- Conducted a competitor analysis:
 - Delivered competitor analysis report and presented analysis to management which resulted in strengthening distribution and overpowering local competitors
- Assisted in planning and execution of social media activities
- Handled PowerPoint for company's website

PERSONAL QUALITIES

- Hard worker and career oriented
- The ability to learn and gain new skills
- Proactive
- Flexible and open minded
- Goal oriented, strong commitment to team work, sense of ownership, and always eager to learn
- Exceptional leadership skills with a "Can Do" attitude and challenge seeker
- Dynamic and can affect her surrounding environment
- A person who leaves good impression on people and always aim to keep good public relations

COMPUTER KNOWLEDGE

- Proficient at Microsoft Office Suite
- Professional internet browsing knowledge and exceptional research skills
- Proficient at all media related planning and buying softwares (Statex,, Visual Dolphin, Arianna)

LANGUAGES

- Fluent in English and Arabic

ACTIVITIES

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| • Workshops at Ted-x Beirut | 2015-2016 |
| • Volunteer at Y-Peer for <i>Worlds Aids Day at UNESCO</i> | 2011 |
| • Foundation statement for the Hariri Deaf Basketball (referee) for the deaf | 2011 |
| • Volunteer at Arc En Ciel Lebanon
(<i>A social organization caring for the handicapped in Lebanon</i>) | 2011 |
| • Model United Nations - LAU Lebanon | March-May 2009 |
| • Participated in MTV Lebanon commercial | June 2012 |
| • Drama club at Lebanese preparatory school | 2009-2011 |

HOBBIES

- Advertisement enthusiast
- Traveling
- Reading and Social Media (active and constantly updated)
- Cooking

PERSONAL DATA

- Current Address: Beirut, Koreitem Lebanon
 - Cell phone: (961)-03696851
 - Mailing Address: rawanmneimne@gmail.com
 - Date of Birth: December 28th, 1993
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