

LARA SALEH

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Date of Birth: 08.08.1990 | Nationality: Canadian-Lebanese

PERSONAL STATEMENT

Results-Oriented. Conscientious. Efficient. **PR Associate Manager** with extensive events management, marketing, communication and admin experience. With a good eye for execution and understanding of the potential audience. Has a high level of literacy and is able to create engaging communications which incite action. Exemplary communication and relationship-building skills ensure the ability to network skilfully and build mutually beneficial relationships. Works well under pressure and multitasks in order to achieve goals to tight deadlines.

KEY ACHIEVEMENTS

MSL: Provided assistance and PR support for a local NGO initiative, achieving global reach, Lions Cannes and D&AD Impact White Pencil awards.

MSL: Planned, organized and executed two-days sales and engagement event resulted in unprecedented footfall traffic and sales volume +80%.

EMPLOYMENT HISTORY

11/2017 – Present

Associate PR Manager, Leo Burnett – MSL Group

- Holds full responsibility for all PR and communication matters 'adidas, Alfa, ABC s.a.l'
- Has full responsibility for events, media relations, social media, influencers programs
- Provides PR consultancy and strategies for specific campaigns and liaises with internal team
- Proactively drives, prepares and writes all communication, for example PRLs, editorials, pitch documents
- Handle Media relation activities, Crisis Management, content creation and strategy development
- Successfully worked on an award winning campaign through media relations and PR stunts 'ABAAD NGO'

10/2014 – 10/2017

Communication and PR Executive, Leo Burnett – MSL Group

- Conducted advanced market and competitive analyses, highlighting opportunities and PR trends for major clients 'Kempinski Summerland Resort, Total, Ericsson, Alfa'
- Took full responsibility for Book signing and press conference for Farid Chehab launch of Happiness and Ideas
- Operated in Lebanon and Jordan Market for several event Management, client requests and market study 'adidas, Ericsson'
- Worked on Media Relation activities and requests for Bayt.com, Deek Duke, Beit Misk, Light Box and Pierre, Diageo, Philip Morris
- Worked on Social media reports and influencers programs

09/2014

Bank Teller, Blom Bank

- Received checks and cash for deposit
- Handled procedure of loan or utility bill payment
- Resolved problems concerning customers' accounts
- Promoted products or services 'saving bonds, money orders and checks'

05/2013

Administrator and Marketing Coordinator, MALCO Group

- Completed operational requirements by assigning and scheduling administrative projects
- Established reports and briefing
- Prepared agendas and developed Minutes of Meetings for board meetings
- Developed administrative materials by providing information, educational and growth opportunities

2010 & 2011

Internship- Assistant in Client Servicing Department, Leo Burnett Beirut

- Conducted marketing analysis of various competitive products available in the Lebanese market
- Analysed and compared various advertising and marketing tools used internationally to promote specific products
- Developed briefs pertaining to different advertising campaigns and materials
- Coordinated with different members from different teams concerning current projects and new campaigns to be launched

EDUCATION

2008- 2012

BA: Business Administration

Lebanese American University 'LAU', Beirut, Lebanon

Emphasis: Marketing

2006- 2008

Lebanese Baccalaureate II (Economics & Sociology)

Beirut, Lebanon

1999- 2006

Deutsche Schule Beirut, DSB

Doha El Hoss , Lebanon

CERTIFICATION -Certificate of Appreciation, Children Cancer Center Lebanon – October 2017

SOFTWARE

Advanced: • Google Analytics • SPSS • Microsoft Office • Search Techniques • Social

SKILLS

• Flexibility • Client Service • Multi-Tasking • Interpersonal Communication • Languages Proficiency
"EN/AR- Written and spoken FR/GER - Spoken"

PERSONAL INTERESTS

Learning new software • Swimming • Traveling

REFERENCES ON REQUEST