

Samira Charles Cremona

Achrafieh, Beirut – Lebanon

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OBJECTIVE

Seeking interesting and challenging employment; where using my skills and experience helps propel the company's growth.

EDUCATION

April 2018

- Digital Marketing training program (USEK, Kaslik)

June 25th, 2014 – Graduated with a Bachelor's degree in Advertising & Marketing.

- Advertising & Marketing (AUCE University, 2011 – 2014)
- Radio / TV (AUST University, Achrafieh – 2008 – 2011)
- Lebanese Baccalaureate - 12th Grade, Humanities (L.H) (Sagesse – Achrafieh ; 2007 - 2008)

EXPERIENCE

Koein – Digital Agency – Mkalles

Web content editor (CMS data entry) | October 2017-Present

- Assisting the Senior Account Executive with offers and proposals to plan and execute projects in way that meet client's needs and briefs.
- Assisting Project Managers with their ongoing projects.
- Creation and modification of digital content:
 - Managing the content that should be published on websites.
 - CMS Data Entry (documents, pictures and data) on the company's own CMS.
 - Checking the data on the front-end user interface.
 - Responsible for editing, updating and occasionally cleaning up outdated content.
 - Modifying pictures through Adobe Photoshop and Adobe Fireworks to fit the website's layout.

New Horizons – Down Town

Operations Specialist | April 2017-October 2017

- Responsible for web leads of account executives, weekly schedules of training courses.
- Extracting daily reports (sales and transactions register, financial transactions on FORS (report extraction software). Data entry of report details on My Business (financial software).
- Managed stock-ins and stock-outs of training materials

Basic accounting entries:

- Managing and updating accounts receivable and accounts payable to perform reconciliations.
- Preparing monthly Bank Reconciliations Statements.
- Automatic data processing of balance sheets, income statements and other financial statements.

Vertical Media Services– Quantum Group (Quantum Tower, Achrafieh)

Media Trainee | April 2016-May 2016

Assisted in day to day work with the media executive team.

- Daily/weekly/monthly media monitoring (through all types of mediums; done by a specific software).
- Gathering data using specific research tools (deliveries, media materials, visuals...): competitive Ad spend & monitoring in markets. Performance of media plans in print & on radio. Assess local TV planning, post-evaluation & viewership patterns by station.
- Digital monitoring of client's reach (deliveries, PTA's, Ratio).
- Measures in Media (effective measures and efficiency measures (SOV, SOE...))
- Assisting in media planning and was involved in the department's day to day work.

Freelancer – Lebanon

Freelance projects | 2014-Present

- Design projects

Publiscreen - Lebanon

Internship | February 2014

- Internship in Social Media: (content creation, scheduling posts and monitoring pages\insights).

Art Promotion - Lebanon

Community Manager | October 2012 - October 2013

- Creating accounts on different social media platforms (Facebook, Twitter, Instagram, Google+, Pinterest and other platforms).
- Content strategy.
- Creating and managing content calendars (visual and written) for several clients.
- Creating, designing and managing promotions and social ad campaigns.
- Scheduling, analyzing, monitoring and reporting daily, weekly and monthly.
- Engaging with social media users.
- Visual content creation (using Photoshop & Illustrator).

WORKSHOPS

- Middle East social media festival May 2016
Exploring the latest social media tools and to leverage social media knowledge, build credibility online as well as benefit the company and the brands.

- Social Media Manager toolkit March 2016
Attended the social media manager workshop, which was addressed to every person handling brands' online presence on social media and looking to develop their skills in the field.

LANGUAGES

- Arabic, English and French "Well spoken, comprehended and written"

COMPUTER SKILLS

- Microsoft office (Word, Excel, Outlook, PowerPoint)
- Adobe (Photoshop, Illustrator, InDesign, Fireworks, Muse)

SKILLS

- Writing and copywriting skills
- Research skills
- Verbal and written communication skills
- Time management skills
- Teamwork
- Problem solving skills

PROFILE

- Hard Working / Dynamic
- Confident
- Reliable