

Lama Haydar

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Personal Information

Nationality

Lebanese

Date of Birth

29/01/1980

Languages

English, Arabic, French

Interests

Literature, AI, culinary arts

Skills

- Digital Marketing
- Copywriting
- Marketing Communication
- Content Strategy
- Digital Advertising
- Corporate communication
- Speech writing
- Email Marketing
- Creative Strategy

Professional Experience

Marketing and Communications Manager - NymCard SAL

Beirut, Lebanon- Jan 2018 – To Date

Responsibilities:

- Design and implement comprehensive marketing strategies to create awareness of the company's business activities.
- Establish a strong brand and continuously bring it to life with employees, clients, prospects, partners and the Fintech industry at large.
- Produce ideas for promotional events or activities and execute them effectively.
- Plan and execute result oriented campaigns for awareness or acquisition.
- Plan and execute digital strategy that consistently increases engagement.
- Make key contributions to UX and Customer Experience for our digital properties, website and app.
- Responsible for producing valuable content for the firm's online presence and publications.
- Supervise the department and provide guidance and feedback to other marketing professionals.
- Conduct general market research to keep abreast of trends and competitors' marketing movements.
- Control budgets and allocate resources amongst projects.

Social Media and Communication Specialist - Nymgo SAL

Beirut, Lebanon - Jan 2015 – To Date

Responsibilities:

- Head all social media campaigns from copywriting and creative to launching and reporting.
- Set Marketing roadmap, activities and budget.
- Compose, translate and send communication emails for all departments and clients.
- Translate and edit all apps' content.
- Community management for all social media channels.
- Generate Leads through digital advert campaigns.
- Handle all In-app communication campaigns.

Education

University of Nicosia

Nicosia, Cyprus

**BA of Business Administration
in Marketing and communications**
Graduated 2002 (with Merit)

**BA of Business Administration
in Hospitality Management**
Graduated 2000

Interests

- Volunteer work (Green Peace, Time for Sharing).
- Business Workshops, Public Speaking.
- Cinema and Film Festivals, Mip, Mipcom.
- Culinary arts.
- Literature, poetry and the arts.
- Tech, AI, AR, VR

Digital Media and Community Manager – Stars of Science TV show - Qatar Foundation Projects.

Doha, Qatar - Feb 2014 – To Dec 2014

Responsibilities:

- Content research, creation and writing in Arabic and English for various social media platforms.
- Manage all SOS presence on Twitter, Facebook, Instagram, Youtube, Vine, Snapchat and other strategically relevant online platforms.
- Establish media agency relationships and monitoring performance benchmarks and media cost of campaigns.
- Manage incoming media requests and executing media campaigns.
- Create strategic marketing/communications plans.
- Handle communications with journalist, bloggers and public relations agencies.
- Identify opportunities and interpret new technologies and media trends.
- Use Google Analytics and other measurement tools to provide reports on metrics.

Digital Media Manager – Time Out Beirut Magazine

Beirut, Lebanon - Jun 2009 – Jan 2014

Responsibilities:

- Advertisements sales and digital marketing.
- Maintain assigned account bases while developing new accounts.
- Prepare promotional plans, sales literature, media kits, and sales contracts.
- Market researching and data managing.
- Online content management, online data and social media management.
- Editing of PR articles and press releases.
- Client servicing.
- Build market exposure strategies and business development ideas.
- Manage and train sales and e-marketing team.
- Organize events and sponsorship deals.

References

Ms. Tania Tavoukjian
Vice President, Publicity &
Partnerships at Tranzishen
New York, USA
ttavoukjian@tranzishen.com
+9613 457321.

Mr. Ramzi Nakfour
Servicing Manager at Transworld
Television Entertainment
Beirut, Lebanon
ramzin@twtdcorp.com
+9611 752100

Ms. Naomi Sargeant
Marketing Director of Mall of
Qatar
Doha, Qatar
Naomisargeant961@gmail.com

Deputy Director - Events Management – Global Leadership Team

Beirut, Lebanon – New York, USA- Dec 2005 – Jan 2009

Responsibilities:

- Took part in organizing summits and conferences.
www.wsie.org - www.futurecapitals.org
- Marketing/ Sales and after sales follow up with attendees, Ministries, Chambers of Commerce, Supporting Organizations and renowned Entrepreneurs.
- Research and recruit sponsors.
- Train staff and manage office administration.
- Media planning and budgeting.
- Issue and write all company communications.
- Build extensive attendee relations.
- Coordinate logistics and security.

Servicing Executive – Transworld Television Entertainment

Beirut, Lebanon- Feb 2002 – Dec 2005

Responsibilities:

- Respond to enquiries from stations and producers.
- Raise and dispatch orders of program shipments to stations or producers.
- Arrange dispatch of publicity material and screening tapes to stations.
- Monitor inventory held at facility houses and order additional supplies as required.
- Direct servicing for the following Producer Accounts:
Discovery, Chrysalis, London Films, Films Australia.