

Thérèse Abdel Massih

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Nationality: Lebanese



I'm a Management information system graduate, who took the analytical and problem solving skills from the technical experience in college and implemented it in daily work. My work experience for the past 8 years revolved around Communication; whether as Social Media Manager a Writer and Editor, or in Sales. I have the ability to communicate with different personalities and nationalities. I'm known for my flexibility, creativity, persistence and the capability to learn fast. I'm looking for a challenging career where I get to use my knowledge and experience to learn more and grow, while being an efficient and productive member of your enterprise.

Education

1. B.A. in Management Information System from Saint Joseph University (USJ) Beyrouth

2. Practitioner in Neuro-Linguistic Programming

3. Holder of certifications in the following trainings:

- Conflict resolution
- Negotiation Skills.
- Emotional Intelligence
- Leadership Training
- Managerial Training
- Personality and Behavioral Style Training
- Presentation Skills Training
- Sales Skills Training

Professional Experience

- **Account Manager: Ogilvy & Mather (July 2017- Present)**

As an account manager with the digital department, I was able to have a 360 degree approach to all accounts, from aligning on brand positioning and business objectives, to working on creative campaigns and executing viral content.

Day to day work included: Creating major strategies for our biggest clients and the most important pitches, Client servicing with main point of contacts, executing all digital advertising and analytics, finally implementing influencer and PR activities, creating and overseeing content calendars, overseeing and managing senior social media executives and moderation team.

Clients Handled included: Zain Iraq, Huawei mobile, AUBMC, AUB, MIT, UNICEF, UNHCR, UNDP LEAP. Ministry of foreign affairs: Lebanese diaspora campaign, MP Dima Rachid Jamali, H.E Gibran Bassil, Torabika Lebanon,

- **Social Media Management: Independent accounts (2011- June 2017)**

I handled everything related to the brands online presence along with their offline marketing and PR strategic planning.

Some of the clients were direct clients, others as a consultancy and outsourcing from digital and advertising agencies.

Social Media management and strategies including Facebook twitter, instagram, snapchat and pinterest

I edited modified and proofread their blog posts when it's available.

Supervised website launching and branding and all digital graphical work.

I handled the paid advertising and PR Campaigns and activation events.

Oversaw the photoshoots and marketing campaigns and created content along with video/activation ideas.

Analyzed reach, engagement, visibility and positioning. Found Solutions and searched for new ideas and concepts for future strategies

(Previous and current accounts includes: Poppins and other daher food products, Elle Magazine, Nougatini Chocolate, Hilton Spa, Heritage wine, Beirut Yoga Festival, Hia magazine, Hilton Spa, inhouse communication, Anytime Fitness USA, Lorena Oberg London, Elie Rahme Tattoos, London Base, elnashra...)

- **Elle Magazine (June 2014-2016) Editor and journalist**

I worked in the official Arabic online version of ELLE as a social and lifestyle Editor and journalist. I also worked daily on editorial news from Fashion to Stars and health categories.

My main tasks included: creating content, dealing with upcoming press releases and urgent news also on branded content and paid editorial and social media campaigns.

I also collaborated with the web development and digital agency for social media Follow presence, advertising requests and system/ website changes.

My work is published on www.ElleArabia.com (Arabic language) Investigations articles are also published in the printed version of the magazine ELLE Oriental.

- **CODDICT, LEBANON [JULY 2012-APRIL2014] Project Coordinator & Social Media Strategist**

I was the Link between Clients, Employees (team) and management; It was required that I coordinate between them on a daily basis.

My tasks included:

Analyzing Client's needs finding the right solution.

Planning the project's timeline, schedule and deliverable

Following up on the execution and making sure the project is delivered within the necessary deadline, budget and quality.

Monitoring social media and doing the social media strategy

Reviewing team member's performance on monthly basis.

Being in direct contact with all of our clients for follow-up brainstorming for new ideas and support. (From the accounts: Elle Arabia, Lebanon Files, Elnashra group, HIMC, Aura Headpieces)

- **As a social Media strategist (Till November 2013)**

My role consisted of analyzing, supervising and planning the social media presence of our clients.

My daily tasks required Analyzing reach, engagement, visibility and positioning.

Finding Solutions and searching for new ideas and concepts for future strategies and online presence. Monitoring, directing and managing the work of Social media executives

- **CROSSROAD COACHES, LEBANON [FEBRUARY 2011- MAY 2012] Client Relationship Executive**

Crossroad Coaches is an executive training and life coaching company owned by Johnny el Ghoul. EST

My role consisted of being the Sales executive for trainings.

My Daily tasks were: Cold calling /seeking new clients, closing deals and Following up with clients.

Administrative Work including: Invoices, Client Database, Training materials (certificates, labels, workbooks...)

- **SMART DOT, LEBANON [JULY 2010 SEPTEMBER 2010] PART TIME Executive Assistant**

Database management, Data entry, Power point presentations, book editing, Invoices.

- **BANK OF LEBANON (CENTRAL BANK), LEBANON [JULY 2009 TO OCTOBER 2009]**

Internship Development and analysis of the Software: Smart Card Reader using visual basic.net

Qualifications

Excellent: Communication skills.

Good knowledge in:

Computer Skills: (.net), java, php, Photoshop, . JIRA, Basecamp, Socialbakers, wordpress

Enterprise management: Marketing, statistics, market studies, Sales force management, operations research...

Office: Microsoft Excel, Microsoft Access, Microsoft Word, Microsoft PowerPoint, Microsoft outlook.

Languages: Fluent Reading, Writing, speaking in Arabic and English and French.

Extra-Curricular Activities and Interests

Writer and Blogger

Non-Governmental Organizations: JCI- Beyrouth: March 2013-September 2014

Scout du Liban:2002-2010

Interested In: Reading Writing, Technology, Digital Media, Behavioral Psychology, Current Affairs, Women Empowerment, arts, NLP and Human Rights.