

Tina Hayek

Marketing - Media and Advertising

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Work Experience

Account & Marketing Executive, Cre8mania 2022-Present

- Lead and manage creative digital projects from concept to execution: craft sales proposals and ensure deliverables' success by providing critical insights to the artists team. Oversee budgeting, resource allocation, and project timelines to ensure on-time and within-budget delivery.
- Foster solid relationships with various international and local clients such as Memac Ogilvy, Sela, NBK, Banque BEMO, AUB, UN and more than 120 others in the field of NGOs, brands, events and businesses. Collaborate closely with clients to understand their needs and translating them into engaging experiential concepts.
- Initiate key guidance focused on the marketing, strategic and creative perspective of diverse activations revolving around 3D mapping and animation shows, virtual offices and stages, websites, branding and design, AR/VR experiences, marketing and social media content, AI animations etc.
- Supervise all company internal and external communications. Responsible for copywriting material related to internal documents, LinkedIn, website, script writing, client communications as well marketing and branding initiatives.
- Actively research industry trends and emerging technologies to bring innovative ideas to clients, and positioning the company as an industry leader.

Client Servicing Executive, IPSOS 2018-2022

- Trained and guided more than 15 multinational media agencies on the use of online and offline media monitoring/planning software.
- Led sales pitches and created proposals/email campaigns that helped our team increase the number of reports and projects sales.
- Worked on syndicated media studies and crafted presentations focused on media metrics analysis and market research.
- Established relationships with more than 40 media agencies and assisted with daily follow-up and problem-solving.
- Active member of the Ipsos employee committee responsible for employees wellbeing and alignment with company values.

Graduate Teaching Assistant, Notre Dame University Louaize 2017-2018

- Tutored students having difficulties in accounting.
- Collected and organized data for academic research

Marketing and Sales Support Intern, Allianz SNA 2016

- Attended the BTS program
- Provided help and support to both sales consultants and clients
- Organized and updated numerous office files

Hostess, Diffa 2014-2016

- Coordinated prestigious international and local events

Junior Sales, Virgin Megastore 2014

- Assisted and advised customers with their purchase
- Controlled and monitored inventory

Education	<p>Master of Science in Business Strategy 2017 - 2021 Notre Dame University Louaize - <i>Accredited by NECHE</i></p> <p>Bachelor of Business Administration - Marketing 2013 - 2017 GPA: 3.58; Dean's List Notre Dame University Louaize - <i>Accredited by NECHE</i></p> <p>French Baccalaureate, Biology Sciences 1999 - 2013 Collège Notre Dame de Nazareth</p>
Certifications	<p>Digital marketing & e-commerce certificate Google - Coursera</p> <p>Facebook social media marketing - Certified digital marketing associate Meta - Coursera</p> <p>Advanced Google analytics Google Analytics Academy</p> <p>The fundamentals of digital marketing Google Digital Garage</p>
Technical Skills	<ul style="list-style-type: none"> • Creative and analytical thinking • Media monitoring and planning software: Arianna, Statex, Zplan • Consumer behavior software: Brandpuls • Social intelligence software: Synthesio • SPSS statistical software • Microsoft Office applications • Symphony Job book • Marketing & advertising strategy (Offline/Online) • Experiential marketing strategy • Cpanel • Storytelling and copywriting • A.I.: Midjourney, Stable Diffusion, ChatGPT • Adobe Illustrator • Project management, team leadership and collaboration
Languages	<ul style="list-style-type: none"> • French: Proficient • Arabic: Proficient • English: Proficient • German: Basic
Extracurricular Activities	<ul style="list-style-type: none"> • Earned the First Aid certificate by the Lebanese Red Cross • Vice President and founding member of the NDU EMM club • Contributed to fund collecting and volunteered for various NGOs • Hobbies and interests : fitness, hiking, camping, social media, electric guitar, basketball, reading