

Reine Nader
Al Atchaneh – El Metn
Cell: _961 79 163 170
reine.nader1@gmail.com Native English &
Arabic Speaker

• *Knowledge of HTML 5.0 webpages, CSS+ Basic JavaScript. Google AdWords Campaigns and Reports • Proficient Microsoft suite user • Experience with market research tools including SurveyMonkey & Mailchimp • Experience with CMS systems; Drupal, WordPress, Smartsite and BookingBug. CRM- salesforce, ActOn, Constant Contact & Marketo.*

Community Health Accreditation Partner (CHAP) – Washington D.C Non-Profit Organization

Marketing and Communications Manager

08/2017-03/2018

- Develop and implement strategic communications plans that support business objectives and are consistent with CHAP's brand strategy
- Manage public relations efforts, including social media platforms. **Increased engagement by 27%**
- Ensure digital and traditional advertising achieved strategic and tactical communications goals
- Managed all production of marketing materials and other branding communications
- Moderate Webinars using CommPartners and Skype for business

Linemark Printing Inc. – Upper Marlboro MD B2B Printing Organization

Marketing Specialist

07/2016-08/2017

- Create inbound and outbound marketing strategies by focusing on content development and optimization, event planning and coordination.
- Create quarterly budgets and marketing plan
- Manage, post and analyze social media platforms. **Increased engagement by 84%**
- Maintain, update and utilize Salesforce and ActOn for lead generation and targeting

Merritt Academy- Fairfax VA

Private School – Character focused

Marketing Advisor/ Instructional Aide

05/2015-03/2016

- Performed a website audit and suggested ways of improving site, visibility and reach
- Provided guidance on children's behavior and assist in cognitive and physical development.
- Implemented instructional activities with individual students or small groups

Bidayaat L.L.C – Dubai, UAE

B2B/C Educational Consultancy Firm

Marketing Coordinator

10/2013-05/2014

- Coordinated and executed marketing strategies including SEO, loyalty programs and a heavy focus on community and social media marketing.
- Developed, managed, and tracked marketing budgets for multiple clients simultaneously and **reduced total costs by 28%.**
- *Developed content* for data sheets, websites, marketing collateral as well as major social media platforms using Tigerlily and Hootsuite software and WordPress for blogs • Introduced managed and trained managers and clients on the effectiveness of social media to increase revenue and generate leads using tools such as MOZ
- Developed surveys using survey monkey for various programs and parent satisfaction.
- Provided marketing support to CEO.

ICDL GCC Foundation – Dubai, UAE

Computer skills Foundation

Marketing Executive

03/2013-08/2013

- Develop and executed offline and digital marketing strategies while planning a re-branding phase.
- Content development for data sheets, website content and social media platforms.
- Communicated with sponsors and clients during major events and exhibitions.
- Responsible for developing surveys and report creation.
- Research and identify potential clients/ partners.

SnoozeCube LLC –Dubai, UAE

B2C Hospitality Firm

Marketing & Communications Specialist

09/2012-01/2013

- Develop media relations, advertising and promotional programs that lead to an increase in exposure and lead generation.
- Content development for website and social media platforms- Twitter, Facebook, LinkedIn and blogs.
- Company spokesperson in exhibitions & events attended *by over 6000 professionals.*

- Manage the image library.
- Build and reinforce brand adherence and guidelines.

Carbonic International –Dubai, UAE Dry Ice Manufacturing

Marketing Planner

07/2011-08/2012

- Planning, inception and execution of marketing campaigns for product launches while using major relevant social media platforms with a focus on Facebook and LinkedIn.
- Developed and presented large-scale marketing projects to government officials. Launched the 'Food Safety' campaign to increase awareness of the effectiveness of 'Dry Ice' in the food industry.
- Lead and organized company events and exhibitions on short deadlines.

Education

❖ St. Bonaventure University- New York U.S.A	
Masters- Integrated Marketing & Communications	2017-2018
v Professional Diploma in Digital Marketing – DM3, Dubai. U.A.E	2013 v
Australian University of Wollongong – Dubai, U.A.E	
❖ Bachelor of Commerce in Management	2011