



Abdullah Al Jajeh

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Syrian \ Lebanese

Education

BS in Graphic Design [Print Emphasis]

Graduated Jan. 2015 | **Beirut - Lebanon**

Lebanese American University

Work Experience

Art Director (freelance) | JWT

May 2018 - Present | **Beirut - Lebanon**

- \ Working on all existing brands
- \ Supporting the team the creatives and accounts
- \ Handling different digital and print projects

Media, Comm, Outreach Officer | SAWA for Dev. and Aid

Jul. 2017 - May 2018 | **Beirut - Lebanon**

- \ Handled all the communication internally and externally
- \ Managed the facebook page and working with influencers
- \ Worked with all departments, in the field, and the management
- \ Created a new brand and communication for the NGO

Art Director | Republique Beirut

Jul. 2016 - Jul. 2017 | **Beirut - Lebanon**

- \ Worked extensively under pressure
- \ Handled accounts such as [Land Rover, Ford, Abed Tahan, etc.]
- \ Conceptualized campaigns on social media and offline
- \ Oversaw designers and video editors on many projects

Account Executive | Mamac Ogilvy

Oct. 2015 - Jul. 2016 | **Jeddah - KSA**

- \ Exposed to clients with extremely different cultural backgrounds
- \ Worked directly with Art Directors, Associate Creative Directors, Copywriters, Finalizers, Planners, and PR
- \ Conceptualized and presented multiple ideas to clients
- \ Supported in nation-wide campaigns such as;
[Sale campaign, collection/products launch, and PR events]

Creative | Y2Ad in association with ImpactBBDO

Mar. 2015 - Aug. 2015 | **Beirut - Lebanon**

- \ Worked for various markets [Lebanon, Syria, Egypt, and Iraq]
- \ Led on projects from the brief to delivery for both print and digital

Teacher Assistant | LAU

Feb. 2015 - May. 2015 | **Beirut - Lebanon**

- \ Taught students the techniques and process of silk screen printing
- \ Aided the teacher in organizing the class and the silk screen lab

Intern | Mamac Ogilvy

Jan. 2015 - Feb. 2015 | **Beirut - Lebanon**

- \ Worked with various teams on different major projects and campaigns for international and local brands

Workshops and Trainings

Red Academy | Mamac Ogilvy

Aug. 2015 | **Beirut - Lebanon**

- \ Attended talks on all the departments in an advertising agency
- \ Reviewed multiple case studies
- \ Took part in workshops on advertising campaigns and channels
- \ Participated in multi-cultural teams

PMP Project Management for Professionals | Bidayati

Apr. 2015 | **Beirut - Lebanon**

- \ Learned project planning and management
- \ Acquired knowledge in various risk management scenarios
- \ Experienced the limits of time and resources in a project

Beirut Jam Sessions | Beirut Service Jam

Feb. 2015 | **Beirut - Lebanon**

- \ Created a concept with a team of various disciplines
- \ Experimented the concept in the streets of Beirut
- \ Analyzed feedback from the public and developed the concept

Design Management | Mirada Madrid

Mar. 2014 | **Beirut - Lebanon**

- \ Mapped customer journey
- \ Learned different tools and ways of brainstorming

Extra Curricular Activities

Media and Communications Team Coordinator | Bidayati

2014 - 2015 | **Beirut - Lebanon**

- \ Presented to high officials in the UN and other NGOs
- \ Worked on branding and advertising
- \ Organized a [PMP] Project Management for Professionals course

Graphic Designer | TEDxLAU

2014 | **Beirut - Lebanon**

- \ Designed multiple promotional items
- \ Oversaw the production of most printed material for the event
- \ Operated in multiple TEDxLAU teams simultaneously

Volunteer | Syrian Trust

2012 | **Damascus - Syria**

- \ Operated 17 hours shifts on a daily basis
- \ Managed the storage room
- \ Helped in cooking and providing meals for refugees
- \ Communicated directly with refugees and donors

President | Syrian Cultural Club [LAU]

2010 - 2011 | **Beirut - Lebanon**

- \ Organized multiple events on campus
- \ Launched the first fundraising event for the club
- \ Supported Syrian Cultural Clubs across-universities in Lebanon

PR | Lebanese Red Cross [LAU]

2009 - 2010 | **Beirut - Lebanon**

- \ Managed all the club's internal and external communications
- \ Organized awareness and fundraising events for the club
- \ Coordinated between the players' dorms and the Red Cross Operations' Center during Les Jeux De La Francophonie
- \ Headed a sector's communications during Beirut Marathon

Member | Lebanese Red Cross [LAU]

2008 - 2009 | **Beirut - Lebanon**

- \ Oversaw anti-smoking awareness event in Dar Al-Yatim Al-Durzi
- \ Attended multiple workshops on human rights and first aid

Award[s] and Interests

Award[s]

\ 2017 | **Dubai Lynx** - Use of Media - Gold

Interests

- \ Reading quotes and recently books
- \ Watching Documentaries
- \ Playing video games [first person shooter, strategy]
- \ Techno and Deep House music