

Zeinab Bahsoun

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EDUCATION

Lebanese University, Faculty of Information and Documentation Bachelor's Degree in Public Relation and Advertising ▪ <i>Graduation Project:</i> Developed a PR campaign & created a video to raise awareness on a public anti-corruption system	Beirut, Lebanon 2012 – 2016
College Des Soeurs Des Saints Coeurs Lebanese Baccalaureate II in Sociology and Economy studies	Hadath, Lebanon 2009 – 2012

PROFESSIONAL EXPERIENCE

Community Manager & Editor - Diwane Digital Media Company ▪ Daily use of Google AdWords & Analytics, Keyword tool, Crowd Tangle & CMS tools ▪ Worked with beauty clients such as Benefit & L'occitane ▪ Managed Instagram & YouTube channels – engaging with followers & posting videos, captions, images & stories ▪ Developed creative marketing proposals ▪ Wrote & Published creative Arabic articles on latest F&B news & trends ▪ Identified & contacted potential YouTube channel talents for casting	Beirut, Lebanon Feb 2018 – Present
Community Manager - MED K&K Digital Media Agency ▪ Handled beauty & medical clients such as Jihan Salon & Bristol Polyclinics ◦ Developed & Executed social media plans ◦ Managed Instagram channels – visual & written content creation & dissemination; followers' engagement	Beirut, Lebanon Aug – Nov 2017
Coordinator & Comms Officer - Anti-Racism Movement - Migrant Community Center ▪ Managed office's & events' budget, procurement, supplier relations & scheduling ▪ Handled MCC stakeholder relation (with migrant workers, students, press & other NGOs) ▪ Organized a cultural festival for 500+ attendees in participation with L'atelier NGO ▪ Empowered migrant workers, particularly women, & advocated for their rights against social & work discrimination ▪ Handled social media visual & written content & campaigns	Beirut, Lebanon Apr – May 2017
PR Intern - Al Jazeera Network ▪ Managed & maintained solid journalists & media relations as part of "Jeem Cup" event ▪ Promoted "Jeem Cup" event through PR & social media	Doha, Qatar Jan – Feb 2016
Project Coordinator - La Sagesse University Research Center (summer 2015) ▪ Coordinated logistics & training for the Children Vaccination Program with UNICEF (~700 attendees) ▪ Handled the budget & day-to-day planning of the outreach team's field trips & activities ▪ Reported quantitative & qualitative daily updates about program's progress & impact	Beirut, Lebanon
Associate Analyst Intern - Danish Refugee Council SSCL (summer 2014)	Beirut, Lebanon
Project & Events Coordinator - G NGO Living Green (summer 2014)	Beirut, Lebanon

EXTRACURRICULAR ACTIVITIES

Volunteer – Red Cross Youth Department ▪ Handled administrative approvals & media contacts ▪ Organized a 4-week professional development campaign "Road to Success!" for ~500 Students ▪ Trained youth on mental & physical wellbeing in participation with UNICEF's ABC project ▪ Participated in several social inclusion, gender equality, humanitarian values & principles, & community health projects	Beirut, Lebanon 2013 – 2015
Volunteer – Lothan Youth Achievement Center ▪ Assisted in rehabilitating an underprivileged school in Jordan ▪ Attended several Personal & Professional Development trainings & workshops	Beirut, Lebanon 2014 – 2016
Volunteer – Women to Women Success ▪ Supported "stay at home moms" become financially independent using their cooking skills by representing them during events, promoting their food products, and connecting them with potential clients	Beirut, Lebanon 2015 – 2016

OTHER

Language Skills:	Fluent English; Fluent French; Native Arabic
Computer Skills:	Photoshop & Microsoft Office (Word, Excel, PPT & Outlook)

References are available upon request