

# Yara Haddad

## Account Manager/ Communication Officer

### ADDRESS

Araya, Beirut, Lebanon

### EMAIL

yarahaddad17@gmail.com

### PHONE

+961 70 470075



## EXPERIENCE

### July 2018 – Current AMIDEAST/Lebanon **Communication Specialist**

- Responding promptly and professionally to general inquiries and requests received by email, phone, social media platforms and walk-in visitors; & communicating news and announcements.
- Assessing promotional needs of programs and developing effective media strategy and action plans; writing and releasing press releases; and representing AMIDEAST in media exposure initiatives.
- Handling the distribution of marketing and promotional materials, flyers, annual reports & greetings.
- Enliven AMIDEAST's online and offline presence by ensuring that all programs and services are promoted on the website and other social media communication channels (including Facebook, Instagram, Twitter, Google+, and LinkedIn); continuously updating the content on sites and the promotional materials whenever needed; and optimizing communication about AMIDEAST and all programs throughout the office space.
- Providing administrative support to the Country Director; developing reports; and handling logistics for meetings and events.
- Providing help to program associates including Access, YES, Tomorrow's leaders...
- Conducting training sessions when needed.
- Work closely with students , alumni...

### May 2016 – June 2018 MillionK Advertising & Marketing Agency, Lebanon **Account Manager/Communication Officer**

- Planning and creating digital marketing campaigns including email, social media and display advertising for clients like BiodermaLebanon, NuxeLebanon, TopicremLebanon, Fouad Sarkis , Mjbymirnajawhari, Bronzovita, Bella Lenses, MuseDuLiban, Michel et Colette...
- Planning, designing and executing ideas for promotional events/activities.
- Working closely with the Sales team; enabling them to meet their commercial objectives by providing them with the appropriate tools, information, materials and presentations.
- Designing, building, maintaining social media presence across all digital channels.
- Developing and delivering marketing and communication strategies for the businesses.
- Undertaking continuous analysis of competitive environment and consumer trends.
- Conducting marketing research to keep abreast of trends & competitors' marketing movements.
- Conducting meetings with the clients as well as informing them about the current work status of their projects.
- Establishing relationships with new clients, maintaining and nurturing business relationships with existing clients.

## EDUCATION

*Lebanese University - FIDII*  
Bachelor in Public Relations  
& Advertising, 2011 -2014

*Soeurs des Saints Coeurs  
Ain Najem*  
High School Diploma  
Emphasis in Life Science, 2010

## TECH SKILLS

- Adobe Photoshop
- Illustrator
- Microsoft: Word, Excel, PowerPoint & Outlook.
- iMovie
- Listening tools: Onlypult, Hootsuite & Social Bakers

## E - SKILLS

- Social Media
- Copywriting
- Research
- Proof Reading
- Basic Knowledge in SEO/SEM

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## EXPERIENCE

September 2014 – March 2016    MagnaMedia, Lebanon/Dubai  
**Senior Accounting Executive**

- Created and published all marketing material in line with marketing plans.
- Managed and improved lead generation campaigns, measuring results.
- Managed the social media strategy for the company.
- Managed online brand and product campaigns to raise brand awareness.
- Redesigned the company website and mobile apps.
- Responsible for the planning and budgetary control of all digital marketing
- Evaluated customer research, market conditions and competitor data.

April 2014 - Aug. 2014    Bauer Lebanon, Foundation Specialists  
**Administrative Assistant (Short-term replacement)**

- Responding to general inquiries and requests received by email and phone.
- Prepared offers, quotations and tenders.
- Worked on the safety project design.
- Documentation and archive of all projects and tenders

March 2014 - April 2014    Memac Ogilvy, Lebanon  
**Internship - Public Relations Department**

- Communication between the client and the media.
- Planning events and workshops.
- Contacting media in order to get a spot in magazines, TV...
- Research and writing press releases.

## Personal

- Member of Saint Paul Charity Mission
- Passionate reader and writer
- Love to work with the community and people in need, to make a change.
- Very motivated and willing to learn and accept challenges.
- Motto in life: "Nothing is impossible, the word itself says I'm possible."

## OTHER SKILLS

- Analytical and creative thinking
- Audience engagement
- Organization
- Communication skills

## LANGUAGES

Fluent in spoken & written  
Arabic, English & French

## CERTIFICATES

The Ultimate Digital  
Marketing Course.