



## SAEB KAYALI

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**Date of birth:**

Dec 24th 1988

**Marital status:**

Single

**Gender:**

Male

**Nationality:**

Lebanese

**Skype:**

saebkay

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### Objective:

Leading a successful career path within a reputable company. Working within an organization where I could build on my experience in order to add value and continuously learn within a well-structured framework.

## PROFESSIONAL EXPERIENCE:

### REPUBLIQUE ADVERTISING AGENCY

#### *Social Media Specialist/Arabic & English Copywriter*

**September 2016 - September 2017**

I had the chance to work with a reputable and one of the most successful independent agencies in the MENA region.

A winner of multiple Lynx awards, and with clients of high caliber, I had the opportunity to prove my capabilities and take a personal step in my career to a higher level in the advertising business.

**Roles:**

Creating Arabic and English written content.

Creating slogans and taglines.

Writing newsletters.

Writing Radio Scripts.

Customizing website content.

Creating customized advertising and marketing campaigns according to requirements.

Implementing Social Media Strategies.

Managing Social Media Campaigns and day-to-day online activities.

Manage presence and community outreach on social networking platforms.

Building brand ambassador networks.

Creating and maintaining social media editorial calendars and schedules.

**Major Clients:**

- **Land Rover:** <https://www.facebook.com/LandRoverLB/?fref=ts>
- **Ford:** <https://www.facebook.com/FordLebanon/>
- **Honda:** <https://www.facebook.com/HondaLebanon/>
- **Aston Martin:** <https://www.facebook.com/Aston-Martin-Lebanon-811004222332650/?fref=ts>
- **Al Rifai:** <https://www.facebook.com/AlRifaiNuts/?fref=ts>
- **Abed Tahan:** <https://www.facebook.com/AbedTahan/?fref=ts>
- **UEnergy:** <https://www.facebook.com/UEnergyBeirut/>
- **Daze:** <https://www.facebook.com/dazefurniture/?fref=ts>
- **BDesign:** <https://www.facebook.com/BDesignCenter/?fref=ts>
- **www.yawmy.com** (along with all its social media pages: Facebook, Instagram, Google +, Youtube...)

### TECHNOGAIT ADVERTISING AGENCY

#### *Copywriter, Creative Editor, and Social Media Manager/Strategist*

**April - October 2016**

I handled multiple accounts where I took part in designing 360 advertising campaigns. My main role was to create all needed "Copies", and design a Social Media plan.

**Major Clients:**

- **Saida Rest House**
- **La Ronge Restaurant**
- **Al Nakib Hospital**
- **Holford Facility Management (Dubai)**
- **Trace Healthcare3 Management**

## SKILLS:

Copywriting



Design



Public Speaking



Community Management



Budgeting



Analytics



Strategic Planning



## FREELANCE ADVERTISER AND SOCIAL MEDIA MANAGER/STRATEGIST

**Nov 2014 - Feb 2016**

My role, was to meet with the clients and identify their needs and demands. Then, create a campaign or that translates my clients' demands, into a solid advertising or marketing service.

### Roles:

- Implement a Social Media Strategy
- Manage social media campaigns and day to day activities
- Manage presence in social networking sites using the social networking analysis tools
- Community outreach
- Build a brand ambassador network
- Post and comment on relevant blogs
- Seed content into social networks
- Create and maintain a social media editorial calendar and posting schedule
- Develop benchmark metrics to measure the results of social media programs
- Report on effectiveness of campaigns
- Monitor trends in social media
- Monitor the activities of main competitors in social media
- Monitor social space for brand and related topics and conversations

## ONLY LEBANON WEBSITE/THAT ONLINE THING

### *Freelance Social Media Manager*

**Feb 2013 - August 2014**

- Manage social media campaigns
- Manage presence in social networking sites
- Manage a blogger outreach program
- Post and comment on relevant blogs
- Seed content into social networks
- Create and upload videos
- Write Editorial Content
- Engage in conversations and answer questions
- Create and maintain a social media editorial calendar and posting schedule
- Coordinate with the Public Relations, Marketing, Sales and management
- Provide weekly reports
- Promote social media within the organization through organized workshops

### Major Clients:

- The Bronx Bar and Restaurant.
- Functional Patterns
- SYDC
- LEVEL 8

## EDUCATION

**August 2014:**

BS in Mass Communication Arts I Advertising and Marketing – “Lebanese International University” - Beirut- Lebanon

**July 2006:**

Lebanese Baccalaureate (Life Sciences) – Westwood High School – Lebanon

## LANGUAGES:

Arabic



English



## TECHNICAL SKILLS:

Microsoft office



Photoshop



Illustrator



Indesign



Premiere



## TRAINING & CERTIFICATIONS

Young and Rubicam advertising agency | Summer 2014

Allied advertising agency | Summer 2013

Communication skills training | (ABC) 2012

Selling techniques training | (ABC) 2012

Fire-fighting Drill training | Lebanese Civil Defense 2014

## INTERESTS & HOBBIES:

Reading, Football & Movies

## NOTABLE PREVIOUS WORK:

### Al Rifai Nuts Ad



Beirut – January 2017 ,22 -- The internet was literally going nuts over a front page ad by the Middle East's leading nut-maker Al Rifai reacting to the inauguration of Donald Trump. The ad that appeared in the Daily Star on the 21st of January alongside news of Trump's inaugural was shared across the globe by advertising editors and fans and continues to go viral.

Tagged with a headline that reads: "The world has gone nuts", the advert truly summarized the Middle East region's sentiment towards the recent transition of power in the US.

Picked up by editors and media the world over, including AdWeek, Quartz, Brilliant Ads, Mad Over Marketing and Arab Ad; the ad went viral and reached 547 retweets per second with thousands expressing their admiration for the bold statement.

#### My Role

Copywriting and conceptualising

## Jameson Advertising Campaign

Billboard Ad



Magazine Ad



Unipole Ad



Above are visuals used in an advertising campaign for Jameson Whiskey, created by myself. Though I took part in all of the stages of creating this campaign, from research to planning, my main role was in creating the concept and creating the copy for the whole campaign.

#### My Role

Copywriting and conceptualising

## REFERENCES:

References are available upon request