

# JESSY SHAANIN

## creative and social media director

**name:** Jessy Shaanin  
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**phone number:** +961 3 511 574

**professional:** Advertising, social media and creative techniques  
**personal skills:** Innovative ideas, strategic thinker and organizational skills

**education:** BA in advertising design/production/ public relations  
Visual Communication (Balamand & Lebanese University 2005)

### experience

#### May 2014-present

*Arnaoon Village*

Creative and social media director, developing concepts, event ideas/visuals, managing social media and video editing.

#### April 2013-April 2014

*AspiredState*

Senior art director at a newly established agency handling Creditbank's launching new identity (events, TV commercials, print)

#### June 2011-November 2012

*Hatch Adv.*

Account/art director helping with the process of establishing a new creative agency and handling creative projects for Samsung, Abed Tahan, Jeita Country Club and many more.

#### April 2007-May 2011

*Century Communcations*

Junior art director (promoted to art director February 2009) handling creative projects for Abed Tahan, Federal Bank, Nai Lingerie, Barista and many more.

#### 2006-2007

*Outsource Offshore s.a.l.*

Graphic/web designer.

**Jessy Shaanin** also runs her own freelance business in design, identity, creative consultancy and social media

### key skills

knowledge of design disciplines including **layout**, typography, **imagery** & color, strong proof of concept, **storyboarding**, on set art direction, **video editing** and **social media** management

POS, **merchandising**, press, **outdoor**, brochures, **digital**, excellent **presentation** and communication skills, ability to prioritize and juggle multiple projects, strong **conceptual thinking** - both visual and interactive

Knowledge of industry standard **design tools:** illustrator, indesign photoshop, after effects...

