

NATASHA NASSOUR

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GENERAL INFORMATION

Date of birth: 28/8/1996

Nationality: Lebanese - Brazilian

Languages: English, Portuguese, French, Arabic
Spanish, Italian (courses taken)



EXPERIENCE

Junior Social Media Specialist | Coperon Technologies

NOVEMBER 2017 – NOW

- Social media strategy and social deployment, calendar & content creation, community management, competitor analysis, activity monitoring, newsletters...
- Main platforms: Google+, Facebook, Twitter, LinkedIn, Pinterest, Instagram, and YouTube.
- Few brands I worked on: Chicco Lebanon, La Redoute Liban, Domaine des Tourelles, Arak Brun...

Marketing Internship | Fortune Promoseven (FP7)

2 MONTHS – SUMMER 2016

Worked on creative briefs for MacDonald's Lebanon and Master Chips, as well as market studies; participated in few brainstorming sessions, did few researches on brands the team had to pitch for...

Telemarketer – Part time job | Money S.A.L

2 MONTHS – 2016

My main task was to contact potential customers provided through a Database sheet, and talk to them about the company plus the services available in term of loans.

Sales Internship | Exotica

2 MONTHS – SUMMER 2015

I was in direct contact with customers, learned retail terms and techniques throughout this brief internship, participated in the annual inventory as well.



EDUCATION

Bachelor's degree in advertising and Marketing | USJ

2014 – 2017

This major taught me the basics of account handling, media planning and management, as well as the principles of marketing, consumer behavior, and promotional and sales strategies.

French Baccalaureate Certificate | Sagesse, Brazilia

LITERATURE AND HUMANITIES - 2014



ACTIVITIES

Member of ChasingStories.blog

DECEMBER 2017 – NOW

Chasing Stories is a travel blog I am proudly part of.

I am mainly responsible for the articles published on the blog's website (www.chasingstories.blog), as well as content selection.

Besides our website, we are present on Instagram, twitter, Facebook and Youtube.

Vice President of Adopt Don't Shop – NGO

DECEMBER 2017 – NOW

Few of my main tasks include:

- Selection of local brands to collaborate with.
- Guiding our sponsorship officers and finding sponsors.
- Brainstorm for our online campaigns.
- Creation of fundraising events.
- Community Management (Facebook, Twitter, Instagram).

Website: www.adoptdontshoplb.com

Instagram and Facebook: [adoptdontshop.lb](https://www.instagram.com/adoptdontshop.lb)



SKILLS

- Google Analytics
- Mailchimp
- Survey Monkey
- Photoshop, InDesign, Illustrator
- Word, Excel, PowerPoint