

# Samira Cremona

Achrafieh | Beirut, Lebanon

## Contact details

Full Name: Samira Charles Cremona

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Nationality: Lebanese

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## Education

### **June 25th, 2014 – Graduated with a B.A in advertising & marketing.**

- Advertising & Marketing (AUCE University, 2011 – 2014.)
- Radio / TV (AUST University, Achrafieh – 2008 – 2011)
- Lebanese Baccalaureate - 12th Grade, Humanities (L.H) (Sagesse – Achrafieh ; 2007 - 2008)

## Employment History

[April 2016 – May 2016]

**Media Trainee | Vertical Media Services (Quantum Group) | Achrafieh (Quantum Tower), Lebanon**

Media Trainee: (Assisted in day to day work with the media executive team.)

- Daily/weekly/monthly media monitoring (through all types of mediums; done by a specific software)
- Gathering data using specific research tools (deliveries, media materials, visuals...): competitive Ad spend & monitoring in markets. Performance of media plans in print & on radio. Assess local TV planning, post-evaluation & viewership patterns by station.
- Digital monitoring of client's reach (deliveries, PTA's, Ratio)
- Measures in Media (effective measures and efficiency measures (SOV, SOE...))
- Assisting in media planning and was involved in the department's day to day work.

[February 2014 - Present]

## Freelancer |

- Social Media Marketing: (content creation, scheduling posts and monitoring pages.)
- Freelance Projects: Corporate Identities, Facebook Advertising.
- Junior graphic designer.

[February 2014]

## Internship | Publiscreen | Jdeideh, Lebanon.

Internship in Social Media Marketing: (content creation, scheduling posts and monitoring pages\insights.)

[October 2012 - October 2013]

## Social Media Community Manager | Confidential | Lebanon

Social Media Community Manager

- Creating new accounts on different social media platforms
- Content strategy
- Creating and managing content calendars (visual and written)
- Creating, designing and managing promotions and social ad campaigns
- Scheduling, analyzing, monitoring and reporting daily, weekly and monthly
- Analyzing marketing channels to produce insight reports for the marketing team.
- Visual content creation (using Photoshop & Illustrator).

## Languages

Arabic, English and French “Well spoken, comprehended and written”

## Skills

- Writing and copywriting skills
- Researching skills
- Creative mindset
- Analytical skills
- Verbal and written communication skills
- Time management skills
- Ability to work independently and in a team environment

## Computer skills

- Microsoft office (Word, Excel, Outlook, PowerPoint, Publisher)
- Adobe (Photoshop, Illustrator, InDesign)

## Profile

- Computer Literate
- Hard Working / Dynamic
- Confident
- Reliable
- Excellent Communication Skills
- Team player

## Interests

- Blogging
- World travel
- Team sports
- Cookery
- Crafts
- Internet Browsing
- Music

## Objective

Seeking to leverage acquired academic knowledge and work experience. Succeed effectively using my skills and experience in advertising/marketing and social media to propel the company's growth.