

# Tamara Temsah

Beirut, Lebanon [tamara.temsah@outlook.com](mailto:tamara.temsah@outlook.com) | +961 71 38 59 59 | [linkedin.com/in/tamaratemsah](https://www.linkedin.com/in/tamaratemsah)

## Experience

**Programmatic Executive**, Publicis Groupe, Beirut, Lebanon

**2023 – Present**

*Advertising Agency*

- Handled the LVMH account and working for luxury brands like Celine, Givenchy and Christian Dior while providing campaign set-up activities across Display, Video, & YouTube formats
- Provided reporting & analysis activities while also collaborating with the TAAG team to better optimize the campaigns
- Implemented and optimized programmatic and demand-side platforms (DSPs) to execute campaigns effectively. This involved managing budgets, targeting the audience, and creating compelling creatives on platforms such as DV360, YouTube, Amazon and Teads
- Developed programmatic strategies and constructed media plans that aligned with strategic best practices, ensuring the success of marketing campaigns
- Maintained effective communication with clients, media owners, publishers, and DSPs to exceed expectations and stay at the forefront of programmatic advertising
- Worked closely with the creative team to storyboard and translate ideas, managing the end-to-end development of multimedia content

**Customer Support Specialist**, Swapcard, Paris, France

**2021 – 2022**

*SaaS, Events Platform*

- Ran regular webinars to educate and train event organizers and exhibitors on platform usage and best practices
- Provided online and/or onsite support throughout the duration of events, addressing technical issues, troubleshooting, and ensuring smooth operations
- Collaborated with the event team to create engaging content for attendees, exhibitors, and organizers, ensuring a valuable event experience
- Successfully completed ad hoc projects, demonstrating adaptability and problem-solving skills

**Area Manager Intern**, Codinachs Architects, Barcelona, Spain

**2021 – 2021**

*Architecture and Consulting Firm*

- Lead the expansion to the KSA and Morocco markets by researching potential projects while building a new customer database of 40 new contacts integrating both online and offline tools
- Prepared presentations and materials for organizational events, such as annual meetings, to effectively communicate key messages
- Drafted messages and scripts for senior executives, both written and spoken, to enhance employee engagement
- Nurtured client relationships by sending regular emails, including updates, Ramadan cards and other engaging content
- Maintained a high level of organization and accuracy in managing client data and project-related information

**Marketing Specialist – Part time**, Fly Aman Travel Agency, Beirut, Lebanon

**2018 – 2020**

*Travel Agency*

- Contributed to social media, website content and advertising promotional activities in collaboration with the marketing team
- Prepared promotional presentations, help distribute marketing materials while managing and updating the company database and customer relationship management systems
- Contributed to the development of the internal communications strategy in collaboration with stakeholders, ensuring consistency across different departments
- Planned, edited, and wrote content for various internal communication channels, including staff intranet, monthly newsletters, and email bulletins, while ensuring visual appeal and effective storytelling

## Education

**Master of Science, Marketing Management** Grenoble Ecole de Management, Grenoble, France

**2020 – 2022**

- AMBA and AACSB Accredited
- Courses include Digital Marketing, Project Management, Innovation Through Design, Brand Communication

**Bachelor of Science, Major in Marketing** Lebanese American University, Beirut, Lebanon

**2018 – 2020**

## Awards and Recognition

- Graduation with Merit, GEM Grenoble, 2023
- Graduation with Honors, LAU Beirut, 2020

## Volunteer Work

**Volunteer**, Lebanese Red Cross, Beirut, Lebanon

**2011 – Present**

- Collected and donated clothes for the underprivileged

**Volunteer**, Arc En Ciel, Beirut, Lebanon

**2011 – 2016**

- Collected and donated plastic caps to provide wheelchairs for disabled people

## Additional Information

- Languages: Arabic: Native | English: Fluent | French: Fluent | Spanish: Intermediate | Italian: Basic | Turkish: Basic
- Skills: Mastery of the Office Pack, Canva, Email Marketing, Public Speaking