

LANA NAWAM

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Canadian/Lebanese

EDUCATION

IE BUSINESS SCHOOL

Masters in Management (Concentration in Digital Business)

MADRID, SPAIN

JAN 2022 – DEC 2022

AMERICAN UNIVERSITY OF BEIRUT

Bachelor of Arts, Media and Communications (With Distinction)

BEIRUT, LEBANON

AUG 2016– JUN 2019

PROFESSIONAL EXPERIENCE

NUSANED

Senior Communication Officer

BEIRUT, LEBANON

JAN 2023 – PRESENT

- Developed and executed comprehensive communications strategies.
- Managed media relations and cultivated relationships with the press.
- Oversaw and curated social media content, including paid campaigns.
- Collaborated with program teams to align communication plans with their objectives.
- Lead and mentored junior communication team members to further enhance their skills.

DENTSU INC.

Senior Media Planner

BEIRUT, LEBANON

APR. 2021 – DEC 2021

Clients: General Electric, Bosch, Shiseido, Pegasus, Accor Hotels

- Leveraged with Twitter, LinkedIn and Facebook Ad Manager to obtain updated report on client activities.
- Designed and delivered pitches and strategy decks for current and upcoming clients.
- Booked and Implemented campaigns on Visual Dolphin.
- Centralized budget calendars and media activities.
- Managed the communication process from media quotations to the actualization procedure.

OMNICOM MEDIA GROUP

Media Planner

BEIRUT, LEBANON

SEPT 2019 – APR 2021

Clients: HSBC, Abbott, Arla

- Headed and executed online and offline media plans.
- Invoiced and actualized media plans for TV, Social Media, Ad Networks, YouTube and Search.
- Point of contact with third party suppliers and aligning their rates with specific accounts.
- Extracted data (reports and ad views) for both online and offline platforms using Statex.
- Created and analyzed SOI, SOV, Competitive, Mid and End of Campaign Reports.

AZADEA

Marketing Intern

BEIRUT, LEBANON

JUL 2018

- Assisted trainings for soon to be Brand Managers.
- Monitored competing companies' media mentions, social media activities and consumer interaction to measure Azadea's standing compared to its competitors.
- Developed brand insights around the Middle East and created a mood board that inspired future event ideas.

LANGUAGES

English (Fluent, daily use since 2001); **Arabic** (Native); **French** (Fluent, 15 years of bilingual education)

OTHER INTERESTING INFORMATION

- MS Office (Excel, PowerPoint, Word)
- HTML5/CSS & Python Basics; Statex; X-Plan
- Sponsorship team member at *Outlook* (AUB Newspaper)
- Senior Representative at *AUB Media Society Club*
- Marketing and PR Team Member at *AUB Outdoors*, the annual student-led festival
- Communications board member specialist in the Lebanese Club at IE University
- Photography summer student at Cambridge University