



Tatiana-Rita Ishak

Advertising & Marketing

Birth: 03-01-1992
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Education

Feb 2014
Bachelor of Humanities
Advertising & Marketing
Notre Dame University-Beirut

International Advertising Association
Diplôme in Marketing Communication

March 2016
ESA-Business School
Luxury Management Certificate

Skills

English & French – Fluent
Arabic – Native

Technical

MS Office Suite – Proficient
After effect
Adobe Illustrator
Adobe Photoshop

Interests

Ski
Fashion
Dancing
Organize Wedding & Events

Professional Experiences

March 2015- June 2015

Social Media Specialist

WETPAINT-MENA - Dubai, UAE

- Identify, evaluate and monitor relevant social media channels.
- Establish relationships with online communities by identifying key influences.
- Manage social media properties on various platforms such as Facebook, Twitter, Instagram,
- Implement strategies for using these channels for marketing purposes.

Oct 2014-Jan 2015

Assistant Shop Manager

Bestseller - Vero Moda - Beirut

- Develop and Implement Marketing Strategy.
- Ensure the execution of the company mission statement by achieving results.
- Improve customer retention, increase transformation rate.
- Handle and solve client complaints.

May 2014-Sep 2014

Event & Wedding Management

Walid Baz Agency - Beirut

- Prepare proposals and quotations.
- Develop and present creative ideas and themes.
- Negotiate supplier's contracts and scope of work.
- Ensure projects as delivered within the budget and on time.

Dec 2012-Dec 2015

Owner-Cushion Creation

T. Bloom Design- Beirut

- Create different type of cushions.
- Build and maintain relationship with my clients.
- Cater products to meet different taste and style.

June 2006 - Present

Family Business

Oursin Boursin-Maison Gourmet - Beirut

- Branding and Social Media.
- Designed and developed the store image and display.

Internship

April 2014-June 2014

Communication Management

Leo Burnett- Beirut

- Write creative briefs.
- Create Smirnoff campaign.
- Interact with all aspect of the communication industry.

Sep 2013-Oct 2013

Communication Management

ADMATE - Beirut

- Write creative briefs.
- Help in organizing workflow to meet customer timeframes.

March 2013-April 2013

Client Service Officer

IB2 – OMD - Beirut

- Overview about the daily activities and processes of an advertising agency.
- Develop positive interpersonal relationships with co-workers. Assist in setting up new customer accounts.