

Joyce Nassour

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Objective

My objective is to gain experience and climb the corporate ladder. I am looking for a position wherein I can utilize my skills, management and provides me ample opportunity to apply all my organizational experience I gained over time, to grow and contribute in the most effective manner by being a key and an effective team player with unlimited loyalty, commitment, hard work, in addition to an up to date knowledge.

Education

2009 – 2013	Arab Open University	(Badaro – Lebanon)
	• Bachelor Degree in Business studies	
2008 - 2009	College Elysee	(Hazmiyeh – Lebanon)
	• Senior Degree in Sociology and Economy	

Employment History

Jan 2016 – Present	: Mindshare (Media Agency) Senior Executive	(Sodeco, Lebanon)
Jul 2013 – Jan 2016	: Mindshare (Media Agency) Media Executive	(Sodeco, Lebanon)
Jan 2013 – Jul 2013	: Mindshare (Media Agency) Media Assistant	(Sodeco, Lebanon)
Jul 2011 - Jan 2013	: Mindshare (Media Agency) Admin Assistant	(Sodeco, Lebanon)
Jan 2011 - Jun 2011	: Latvia Consulate Admin Assistant	(Sodeco, Lebanon)
Jan 2011 - Jun 2011	: OMT Facilities Facility Manager	(Sodeco, Lebanon)
Nov 2010 - Dec 2010	: Lumen Art (Lighting) Admin Assistant	(Hazmyeh-Lebanon)
Nov 2009 - Nov 2010	: Neck & Neck (Retail group) Sales	(ABC Achrafiyeh-Lebanon)

Experiences

- Handling for the time being Gandour (FMCG), LG Levant (Electronics), Marks & Spencer (Retail), HSBC (Banking & Finance), UNHCR (NGO) and FDC (such as Pomi, Deli, Vape).
- Worked on Maatouk Coffee (FMCG) and Tefal (Kitchen Appliances) Oum El Nour (NGO) and Nana (Sanitary Products).
- Responsible for the media activities process: brief, prepare the brief response presentation (OTF “Original Thinking Framework” which includes the consumer portrait, the strategic direction, the plans & the competitive analysis), brainstorming (planning effective special execution), offers and negotiations with the suppliers, planning, booking, following up on the materials, monitoring and invoicing.
- Have experience in both offline (TV, Radio, OOH, Press, Cinema, SMS, and Emails) and online media planning (Social Media Platforms, SEM, and SEO).
- Building and maintaining relationship with all clients involving day-to-day tasks.
- Chosen as the HR ambassador for the year 2016; which entails handling all the company related activities from brainstorming, planning and executing the activities throughout the year; in addition to following up on the performance appraisals submissions and any other HR related tasks.
- Handling the monitoring process for Mindshare, the clients and the competitors’ PR and articles on a monthly basis.

Information Systems

- MS Office: Outlook, Excel, Word, PowerPoint; Internet Explorer.
- Media Related Programs: Statex, Ariana, XPlan, Effective Measures, as well as proprietary Mindshare proprietary tools.
- Digital Monitoring Tools: Social Bakers, Alexa.com, Woorank.com, as well as Mindshare proprietary tools.

Skills

- Team Player
- Good Communication Skills
- Customer Service
- Negotiation
- Organizing & Planning
- Problem Solving
- Time Managing
- Good relationship with clients
- Working under pressure

Languages

- *Well spoken and written: Arabic, French and English.*

Hobbies

- Sports, Swimming, Reading, Chatting, Shopping.