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NOUR YASMINE

CV

KEY HIGHLIGHTS & SKILLS

- Strong teamwork and leadership skills.
- Experienced in handling pressure and working long hours.
- Excellent analytical, time-management & problem solving skills.
- Strategic thinking & negotiating skills.
- Excellent interpersonal & communication skills with clients and suppliers.
- Detail-oriented and client focused.
- Exceptional presentation skills.

PERSONAL INFORMATION

Full Name	Nour Théodore Yasmine
Nationality	Lebanese
Date of Birth	24 May 1988

PROFESSIONAL EXPERIENCE

April '19 - Present	Media Director – Admate SAL (Advertising & PR Agency), Kaslik, Lebanon <ul style="list-style-type: none">- Organizing business meetings to brainstorm on media buying.- Estimating project cost, preparing budgets and setting deadlines.- Establishing and maintaining effective communication with clients and the media department.- Maintaining strong client relationships while demonstrating a complete knowledge of their business.- Evaluating new opportunities to help clients grow their business.- Networking and representing the agency in the community in various events and conferences.- Maintaining strong relationships with media suppliers.
Aug '13 – Mar '19	Media Manager – Admate SAL (Advertising & PR Agency), Kaslik, Lebanon

- Planning and implementing a communication strategy while identifying the campaign's problematic issues.
- Analyzing the competitive environment and identifying market prices in terms of communication plans.
- Organizing and preparing the various phases of the media strategies with the deadlines and optimizing the allocation of media investments on the different media classes.
- Negotiating with media suppliers and booking advertising space.
- Handling the various problems that might arise during the campaign.

Mar '15 – Present

Freelance Media Consultant & Copywriter

- Managing a portfolio of clients.
- Translating business and legal documents for the branding and marketing departments of various clients.
- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Meeting with prospects in order to win new business for the agency.
- Liaising and acting as a link between the client and advertising agency and ensuring that communication flows effectively.
- Delivering presentations to clients, after assembling all components: creative, media, production etc....
- Handling budgets, managing campaign costs and invoicing clients.

E D U C A T I O N & L A N G U A G E P R O F I C I E N C Y

Sept '15 – May '18

Masters in International Commercial Negotiations

Lebanese University, Lebanon

Sept '10 – May '13

Bachelor Degree in Marketing

Holy Spirit University of Kaslik, Lebanon

GPA: 3.9/4 – Top of my class

Sep '06 – June '10

Bachelor Degree in Modern Languages and Translation

Holy Spirit University of Kaslik, Kaslik, Lebanon

GPA: 3.6/4 – Top of my class

Sept '03 – Spring '06

Bac II Certificate in Life Science

Notre Dame de Louaize School, Zouk Mosbeh, Lebanon

Graduated with honor ranking in the official exams

Language Skills:

	Written	Read	Spoken	Understood
English	Excellent	Excellent	Excellent	Excellent
French	Excellent	Excellent	Excellent	Excellent
Arabic	Excellent	Excellent	Excellent	Excellent

I N T E R E S T S

My time away from work is spent reading, playing chess, swimming, skiing, running, and combining or supplementing the above with a warm social life.

R E F E R E N C E S

Available upon request.

CV Last Updated August 2020