



Rassia Saadeh

Professional summary

A highly organized and hardworking media professional with 12 years of experience in professional media related fields. My experience covers mass media, journalism, media management, public relations, and public communications on both local & international levels, with a strong marketing acumen. I am also specialized in the digital space of social media, strategic planning, copywriting, social and NGOs.

Work experience in brief: <https://youtu.be/eckm7SdeazM>

Work experience

Online Broadcast Presenter- Free lancing

June 2021-Present

Soukkar Mazboot - Show Presenter

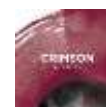


- Introduce and host the sponsored program.
- Interview guests in the studio
- Research topics and background information for items to be featured on the program
- Plan and rehearse the show.
- Read from a script, autocue or improvise
- https://m.facebook.com/story.php?story_fbid=10158225352862023&id=534067022
- https://m.facebook.com/story.php?story_fbid=10158215511752023&id=534067022

Misr for Touristic Establishment Co.- Crimson

March 2020-June 2021

Public Relations Manager



- End-to-end management of all kinds of events, starting from lead generations, planning, budgeting, briefing, communication with marketing agencies up to execution.
- Plan publicity strategies and marketing campaigns.
- Manage social media activities including digital marketing within all digital platforms.
- Organize and attend promotional events such as press conferences, exhibitions and visits.
- Responsible for all guest relations in terms of creation of plans to address customers' needs, holding regular meetings to ensure customer satisfaction and being a focal point for handling all complaints and ensure putting the proper counter measures to address them.
- Handle all mass media communication, advertisements & press releases.

Highlights

- Increased the turn-over of events by 70% in less than one year.

Personal Data:

D.O.B.: Jan 1990
Nationality: Lebanese

Contact Details:

Email:
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Mobile & Whatsapp:
+9613955348

Address:
Beirut, Lebanon

Education:

Pre-graduate studies in
Lebanese Law Major,
Lebanese University
June- 2010

Bachelor's degree in
journalism/Radio TV,
Jinan university of
Lebanon
June-2014

Professional Skills:

Journalism
Mass media
Public relations
Media management
Project coordination
Marketing campaigns
Digitalization
Communications
Social media

Certified Trainings:

Press officers & journalists training by Ministry of Commerce - Republic of China

Political process in a shadow municipality- UNDP

Social media/Black media training - M consulting group

Renovation & coordination training for third world countries- Ataouna

Conversation techniques for anchors- Al Jinane TV

Languages:

Arabic: Native
English: Very good
French: Very good

References:



El Arabi TV – United Kingdom

Jan 2017 - Dec 2017

TV Presenter – Scientific Program



Presenter and host of the scientific show “Fal nas’al Al Elem” (let’s ask science) on El-Arabi TV in UK

- Organizing meetings, interviews & schedules with the show guests
- Executing research for the program content.
- Writing scripts

<https://www.youtube.com/watch?v=rrNe5xwvWtw>

TRT Arabic Station- Turkey

April 2016- Dec 2017

TV presenter – Cinema show



- Main host of the “Panodrama” program
- Interviewing guests & celebrities both indoors & outdoors
- Editor & Producer for the program.
- Responsible for guest communications

<https://youtu.be/FJy7JtzSFGw>

Lebanese opinion magazine- Lebanon

June 2008- April 2016

Journalist/Anchor/Editor/Photographer

- Writing articles in different fields such as politics, Social
- Radio Anchor for “Radio Screen-FM”
- Covering governmental elections in terms of data analysis & running statistical reports.
- Responsible for photo shooting for conferences & interviews.

Personal Achievements

- Wrote and published two books.

