



Ameena Ali

A dedicated and task-driven communication specialist with various experiences planning and implementing PR, marketing, and social media strategies. A strive for detail oriented and creative writing, and the ability to adapt content messages for multiple audiences across multiple platforms. A well-rounded understanding of the corporate, political, and the social perspectives of communication in addition to theater and film.

Nationality: American - Visa Type: Orientation Year Resident

Address: Maastricht (Looking to Relocate), The Netherlands

LinkedIn: <https://www.linkedin.com/in/ameena-ali/>

Email: ameena.kaddoura@gmail.com

Phone: +31 651622677

EXPERIENCE

Marketing & Communication Intern

Unigaz - Beirut, Lebanon - (September 2020 - January 2021)

- Led social media management by monitoring analytics, creating content, copywriting, strategizing marketing campaigns, and managing crisis and risk control
- Developed a new PR strategy, branding manual, and internal communication protocol that enhanced the organization's structure and improved brand image
- Aided the Sales department by leading the market research of company's 10 international branches and targeted customer profiles to its services

Communication & Social Media Intern

Metro Al Madina - Beirut, Lebanon - (June 2019 - July 2019)

- Managed content by archiving, facilitating website admin-work, translating copy, and sending marketing campaign to ticketing offices and websites
- Prepared social media posts and videos with eye for viral content strategies by creating content, editing videos, and coordinating paid-ads
- Assisted with marketing strategy development to increase public awareness and customer engagement
- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research

Communication & PR Freelancer

Turabi Ceramics - Amsterdam, The Netherlands - (June 2022 - August 2022)

- Delivered content related to Turabi's products through social media and email marketing
- Edited and produced video reels to increase engagement and audience reach
- Mastered direct digital marketing techniques to boost brand reach

Researcher & Project Developer

Marres: House of Contemporary Culture - Maastricht, The Netherlands - (January 2022 - May 2022)

- Collaborated with the team to identify relevant questions and determine best methods of collection.
- Conducted research on the role of sense awareness in academia
- Built a project model of training cards targeted to university students and designed the final product

Moderator

Lumière Cinema - Maastricht, The Netherlands - (May and November 2022)

- Moderated for 2 independent film screenings during Q&A sessions

Stage Manager

Lebanese American University - Beirut, Lebanon - (January 2020 - March 2020)

- Took the lead on managing rehearsals, note-taking, social media promotion, and sponsorship at Lebanese American University to support creating an original play
- Worked with directors to develop effective use of rehearsal times

Actress

Lebanese American University - Beirut, Lebanon - (April and November 2019)

- Studied and rehearsed roles from scripts to interpret and memorize lines and cues
- Improved my public speaking skills by building confidence in addressing a big crowd
- Learned valuable teamwork lessons while working with big crews

EDUCATION

Maastricht University (UM), Maastricht, The Netherlands

Master's Degree in Media Studies: Digital Cultures - August 2022

Lebanese American University (LAU), Beirut, Lebanon

Bachelors of Arts in Communication - May 2020

VOLUNTEERING

Mental Health Awareness Campaign

Beirut, Lebanon - March 2019

- Illustrator of posters, campaign planner, and researcher for a mental health awareness campaign on university campus that led to valuable insights presented to the dean of students

Marathons

Beirut, Lebanon - 2018 and 2019

- Water and Cheering Station for Beirut's annual marathon

SKILLS

Languages: *English* (Native), *Arabic* (Native), *Dutch* (Elementary Proficiency - A1)

Professional Skills: Microsoft Office, Google Drive, Wordpress, Adobe Design, Researching, Campaigning, Social Media, Digital Marketing, Copywriting, Media Relations, Corporate Communications, Email Marketing

Soft Skills: Time Management, Organization, Team Leading, Acting, Public Speaking, Empathy

RESEARCH

The Lebanese Youth's Perception of Palestinian Refugees in Lebanon

September 2019 - May 2020

[BA Research Study](#)

LICENSES AND CERTIFICATIONS

Reputation Management Course: *Curtin University - October 2020*

Volunteering Award: *Lebanese American University - May 2019*

Highest GPA Award: *Lebanese American University - January 2018*

Certificate of Appreciation: *International Education Week - April 2017*

Bellingcat Online Investigation Training: *Lebanese American University - April 2017*