



MIRIAM ATALLAH

COMMUNICATIONS SPECIALIST

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ABOUT ME

A Communications Specialist with more than 8 years of professional experience in between the humanitarian and corporate worlds.

Very passionate about storytelling and positioning of brands in this gigantic digital era through campaigns and latest trends.

Seeking opportunities in dynamic enterprises that resemble my enthusiastic and dedicated personality.

Proven ability in planning and executing cost-effective campaigns and special events.

LANGUAGES

ARABIC

ENGLISH

FRENCH

SPANISH

PERSONAL DETAILS

Date of birth
10/12/1991

Nationality
Lebanese

Marital status
Single

WORK EXPERIENCE

INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC)
Beirut
Aug 2018 - Present

Field Communications Officer

- Handling all Operational Communication matters like networking with stakeholders, authorities, communicating the law, campaigning and perception tracking.
- Responsible for Community Engagement: online through digital and social media, and offline through operations and print production.
- Acts as a focal point for the Accountability to Affected Population Framework as well as the Core Humanitarian Standard.
- Develops key messages and reactive lines for field officers and other staff, and offers annual training sessions on the ICRC's representation in the field.
- Leads on budgeting for all communication needs.
- Acts as Lebanon's focal point for global and regional publications, while guarding the global visual identity for local publications.

INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC)
Beirut
Apr 2017 - Aug 2018

Digital Communications Officer

- Implemented the global digital content strategy through social media.
- Handled the editorial, content management: production and scheduling for all of ICRC Lebanon's social media accounts and other digital platforms.
- Scouted for stories and produced AV content about operations and activities.
- Pitched content for and networked with journalists, influencers and other key people.

BEIRUTING.COM
Beirut
Jun 2012 - Oct 2019

Blogger and Social Media Executive

- Led on the website's movies section: networking with film distributors and cinema marketing managers, covered press screenings and premieres, reviewed films and organized promotions and competitions.
- Blogged about other lifestyle and entertainment topics and conducted interviews with stars and other key people.
- Handled scheduling and posting on Beiruting.com's social media accounts, while driving traffic to the website.

CARITAS LEBANON
Beirut
Jun 2016 - Mar 2017

Communications Officer

- Pitched stories to journalists and liaised with them on the field.
- Developed public key messages and press releases.
- Managed all Caritas Lebanon's social media accounts and handled its website's copywriting.
- Created AV content and worked on archiving.

LIBANCALL
Beirut
May 2016 - Jun 2016

Copywriter

- Led on the copywriting of a limited project for their sub-social media accounts.

MIDDLE EAST SIT-REP
Beirut
Oct 2015 - Mar 2016

News Writer, Editor and Analyst

- Led on the Breaking News section, and edited for other writers.
- Compiled different political and economic news related to safety and security in daily reports.
- Developed analytical reports tackling different middle eastern political affairs and ongoing issues.

JESUIT REFUGEE SERVICE
Byblos
Oct 2015 - Dec 2015

English Language & Arts Teacher

- Taught English and Art classes to elementary Syrian refugee students.

PARADIS D'ENFANTS
Jounieh
Oct 2015 - Sep 2016

Theater Teacher

- Taught drama classes to elementary students who come from vulnerable Lebanese families.
- Produced and directed four big plays in addition to some occasional performances by the students throughout their academic year.

THEATRE MONOT
Beirut
May 2015 - Jun 2015

Stage Manager

- Handled everything related to props on stage for a big play.
- Assisted the director and art director.

BEIRUT ART FAIR
Beirut
Sep 2019 - Oct 2019

Social Media Manager

- Handled all social media coverage and promotions before, during and after the fair on Beirut Art Fair's accounts.
- Created innovative live content with exhibitors during the fair and networked with attendees.

CORPORATE COMPANIES
MENA Region
Jul 2012 - Present

Freelance Copywriter

- I handle copywriting and social media accounts for corporate companies on a project basis.

EDUCATION

UNIVERSITY OF BALAMAND
Koura
2020

Master of Arts

- MA in Mass Communication
- Concentration in Broadcast Journalism
- Certifications: France24 (1 month workshop) and Le Centre de formation et de perfectionnement des journalistes (2 workshops, 2 weeks each).

LEBANESE AMERICAN UNIVERSITY
Byblos
2012

Bachelor of Arts

- BA in Communication Arts
- Concentration in Journalism
- With Honors
- Certifications: Mandatory Internship with MTV Lebanon (2 weeks in production and 2 weeks in the news studio).
- Training: Communications Studio Assistant on campus.

SKILLS

BUDGETING

STORYTELLING

CRM SYSTEMS

CAMPAIGNING

DIGITAL & SOCIAL MEDIA MANAGEMENT (SMALL TEAM)

CUSTOMER NEEDS ASSESSMENT

COURSES

Dec 2019

Training of Trainers - Core Humanitarian Standards, CHS Alliance

Apr 2017 - Present

Digital Engagement Webinars, Facebook & Twitter

Sep 2018

Safety and Security, International Committee of the Red Cross

Mar 2016

Digital Marketing, Digitaltalks

EXTRA-CURRICULAR ACTIVITIES

FREE AS MY HAIR LEBANON - PERSONAL INITIATIVE
Beirut
Feb 2015 - Present

Campaigner & Mental Health Advocate

An awareness campaign that started in 2015 aiming at raising awareness on Trichotillomania and other mental health disorders in the Arab world: <https://bit.ly/2SMfk5V>

- Initiated the first ever support group for Trichotillomania in Lebanon, and conducted sessions for the community with mental health professionals.
- Conducted media interviews and appearances on local, regional and international outlets to expand the cause's reach.
- Supported local NGOs in the organization of outreach activities, school and university conferences aiming at defying mental health stigma, and led the talk on Trichotillomania.
- Engaged digitally with regional trichsters and provided them with the needed support in terms of advocacy and fighting the stigma.

MOVIE SHARKS
Beirut
May 2018 - Present

Film Critic

- Review movies and series alongside my teammates.
 - Blog about relevant issues, and create fun content for the sea of cinema.
 - Prepare some marketing and promotional content.
- @moviesharks: <https://www.instagram.com/moviesharks/>

UKUTULA LODGE
Brits, SA
Apr 2019 - May 2019

Animal Rights Volunteer

- Led on the daily feeding of big cats and baby cubs.
- Supported the guides in tours and dissemination of information on wild animals specifically big cats.
- Attended a Predator Behaviour course.

LEBANESE RED CROSS
Jounieh
Aug 2010 - Jan 2012

Rescuer

EMS rescuer and first-aid trainer for school students.

HOBBIES

RESCUING ANIMALS, READING, WATCHING MOVIES AND SERIES.