



Wafaa Jabre Moukahal

Profile

Name: Wafaa Jabre Moukahal

Nationality: Lebanese

Status: Married

Languages: Arabic, French, English.

Email: wmoukahal@gmail.com; wafajabr@icloud.com

Experience

Head of communication & fundraising, corporate communication (internal & external communication, culture and enterprise change management, outreach), creative writer, translator, creative director, journalist, copywriter, events' conceptualizer, story teller.

Dubai, Beirut

- **Manage all communication, outreach, branding, social media, CSR, video production, and web content** for leading companies and non-profit organizations in MENA and Africa. Led multi-departmental teams to support professional development. Strategic Planning & Public relations.
- Establish new relationships with key target markets and industry collaborators and Media for **fundraising events**.
- **Develop and roll out internal and external communication** campaigns support of various business needs including change management and strategies for companies, corporations, non-profit organizations etc...
- Tackle **community management** for companies and corporations.
- **Translator** in Arabic, French & English.
- **Creative director, creative writer, content writing and editing; copywriter.**
- **Develop brand strategy; edit content writing and monitor all creative works. Write synopsis and create concepts and jingles for TV and commercials and supervise their productions..** Ghostwriter for film directors & production houses. Dubai, Beirut.
- **Create concepts for major events** and supervise their execution.



Wafaa Jabre Moukahal

- **Create and improve corporate branding or personal image.** Implement and reflect the company's vision, mission and message in all internal and external communication activities including media / public relations' activity.
- **French teacher**
- **Blog writer**

Head of communication & fundraising (current)

Good Shepherd Sisters INGO

- **Develop and implement an integrated, wide strategic communications plan** to broaden awareness of the nonprofit sector, its outreach and to strengthen GSSI brand identity across key stakeholder audiences
- **Create a brand/marketing/public relations strategy** that will allow GSSI executive and board leadership to cultivate and enhance meaningful relationships with **targeted, high level external audiences, including the media, public officials and key influencers.**
- **Uplift the logo & create a corporate identity.** Develop and design the website and publish in English, French & Arabic.
- **Oversee strategic media planning, press outreach, campaign events, and all written and multimedia communication pieces.**
- **Elevate the voices of the campaign coalition and engineer rapid response efforts to defend campaigns goals and objectives.**
- **Participate in numerous fundraising and campaigning ventures including event planning and attendance, emails, correspondence, and extensive one on one interaction.**
- **Manage campaign website, social media outlets and call lists.**
- **Serve as the organization spokesperson to the media.**
- **Manage relationships with local leaders and attend community meetings and events on behalf of the organization.**
- **Plan and execute institution's conference campaign strategy, community management and increase conference leads over previous years.**
- **Create all published materials including marketing campaign materials, company collateral, press releases, etc...**



Wafaa Jabre Moukahal

- **Guide website management and enhancement of social media presence, increasing website hits (+14%) as well as Facebook followers.**
- **Responsible for brand consistency across all communication platforms**
- **Write and/or edit all internal and external marketing materials**
- **Identify challenges and emerging issues faced by the sector and organization. Work with the board and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.**
- **Devise and implement a fundraising strategy of income-generating activities, aiming to meet or surpass an income target.**

Senior adviser/Image Promotion Abu Dhabi Company for Onshore Oil Operations (ADCO) – Abu Dhabi/UAE

- **Won 2 Gold Medals at the New York Film Festival for ADCO corporate film
“Complacency kills” on April 12, 2011**
- **In charge of external and internal communication, outreach and the identity management of ADCO, as well as timely communication of objectives and activities to all internal and external stakeholders.**
- **Developed and rolled out internal communication campaigns in support of various business needs and strategies.**
- **Creative writer and copywriter, editor, responsible of advertising campaigns and films productions for the company.**
- **Key tasks included monitoring external opinion, generating publicity material, ensuring a consistent brand message, attending appropriate publicity events and investigating potential sponsorship.**
- **Managed ADCO’s publicity mitigation efforts in the case of a crisis.**
- **Reviewed publications issued to the public to ensure that contents are in accordance with local etiquette and overall ADCO’s image. Including company’s house magazine, annual report, calendars and diaries and other ad-hoc publications.**
- **Reviewed all website and intranet content, design and edit the copy to**



Wafaa Jabre Moukahal

convey an attractive image of the company.

- **Devised strategies for raising ADCO's profile** with all Shareholders, including Head Office and other Head Offices.
- **Increased internal communication** thanks to punctual campaigns aiming at making of ADCO's employees the best **brand ambassadors** of the company
- **Conceived and monitored** the writing of a **biodiversity book**.
- **Created the synopsis** and supervised **9 animated films** related to Safety, which were translated to 4 languages.
- **Conceived and supervised big events** including a unique concept (1st time in the Middle East), **a state of the art stand for ADNOC Group representing ADCO and ADNOC 19 companies** during the 2011 Abu Dhabi International Petroleum Exhibition and Conference (**ADIPEC**).
- **Managed ADCO's appearance** at job fairs for university students.

French teacher: Private lessons

Chief of Publications & Creation UNITED NATIONS - Ivory Coast/ Africa

- **Responsible of the quality and the image the UN** conveyed to the Ivorian population.
- **Created characters to humanize the United Nations image and increase its outreach** as an organization.
- **Conceived concepts for advertising** campaigns and developed the **corporate identity** of the UN in Cote d'Ivoire.
- **Monitored the distribution of publications.**
- Responsible of all creative work including **editing and copywriting in English and French.**
- Wrote **Communication and Creative strategies**. Design, concept and copy editing of the UN Newsletter.
- **Developed and implemented public and community relations programs** and social activities aimed at enhancing United Nation's image in coordination with the HEAD OFFICE in New York.



Wafaa Jabre Moukahal

- Identified perceived areas of poor standing and developed a **strategy to improve and sustain a consistent corporate image** to be conveyed in all UN's dealings and communication with the public.
- **Monitored and analyzed media including "Hate Media"** in coordination with the UN/New York.

Regional Creative Director Ocean Ogilvy & Mathers, International Advertising agency, Ivory Coast/ Africa

- **Directed creative management, created concepts for advertising campaigns for our 7 agencies** in the region and upgraded existing brands by renovating their image.
- Developed firm's initial **pitch offerings and brand story based on qualitative market analysis which directly led to winning multi-year contracts.**
- Created **public relations plans to increase brand recognition, contracts, sales and general exposure** within the community.
- **Wrote Communication and Creative strategies** for our international and local clients in Ivory Coast and the region.
- **Created, supervised and monitored all creative work** including print, audio and TV commercials through all production process.
- **Copywriting and Creative writing** in English and French.

Journalist, Editor An-Nahar Newspaper/Lebanon

- Conducted, wrote and edited in French, a **special edition in the Newspaper and on the An-Nahar website about Ivory Coast society, personalities, (including a big interview with the President) and Lebanese Diaspora.** It was the first time the Arab newspaper published anything in French.
- **Researched, documented, wrote, and conveyed news** in an ethical, and objective standard.
- **Interviewed people in a wide range of social circumstances.**
- **Constructed contacts and sources for use in future stories.**



Wafaa Jabre Moukahal

Corporate and personal image consultant Beirut-Lebanon

- **Created and re-vamped the image and corporate identities** of various brands (Zwan, Bjorg, Abdul Rahman El Hallab, fast food restaurants...)
- **Refreshed the image of some politicians** running for elections. Produced written and verbal communication in the forms of emails, candidate literature, speeches and other social media entries.
- **Upgraded the image of some Lebanese artists** with advertising materials.
- **Responsible of the communication, advertising and copywriting of the “Cham palace hotels” chain including their restaurants (Same owner of the Royal Monceau in France) for 2 years and of a 5 star Vietnamese restaurant for another 2 years.**

Director of Development office and Public Relations/Corporate image Balamand University/North Lebanon

- **Created and developed the Corporate Image of Balamand University**, giving it a leading role in Lebanon and all Middle East.
- **Promoted the University especially in the United States** among Lebanese expatriates and Americans to enhance cultural and intellectual exchange and get sponsorships for the University.
- **Created specific marketing strategies to promote the role of the University in the region**, subsequently increasing students’ numbers and attracting important sponsors.
- **Developed and implemented strategic, comprehensive and integrated communications and public relations activities that increased awareness of the university.**

Creative Director, copywriter DDB Needham, International Advertising agency /Lebanon

- Started as a **copywriter in French, English and Arabic** then quickly evolved to become the **Creative Director**. Work involved local and international brands.



Wafaa Jabre Moukahal

- **Directed the creation, design and production of advertising and marketing materials including newsletters, brochures, TV. ads and videos.**
- **Created and supervised production of printed materials in support of product awareness, brand identity and sales.**
- **Contributed to the joint venture of our agency with DDB Needham worldwide by creating unique, original campaigns.**

Journalist, writer, Editor

Le Réveil, francophone newspaper/ Beirut-Lebanon

- **Wrote and edited articles in the literary and artistic pages.**
- **Commented on books I analyzed and arts exhibitions I visited.**
- **Wrote satirical sociopolitical articles.**

French teacher

Les Soeurs des Saints Cœurs College. Beirut/Lebanon

**University Researcher in Francophone Literature
Lebanese University/Lebanon**

Social, linguistic and literary analysis of francophone books.

Education

Masters or " Diplome d'études Approfondies" at the faculty of Arts & Humanities, French Literature, Lebanese University/Beirut.

Hobbies

Reading, Traveling, Kick boxing....



Wafaa Jabre Moukahal
