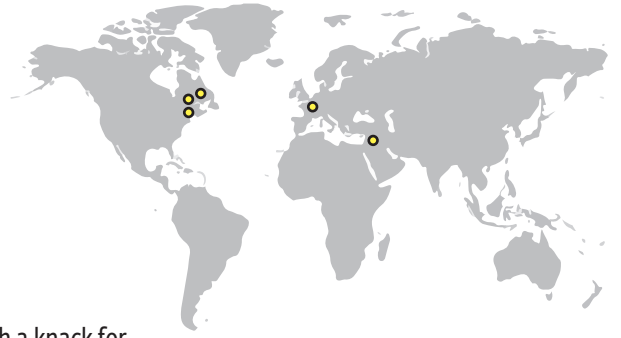


Mirna Abdo

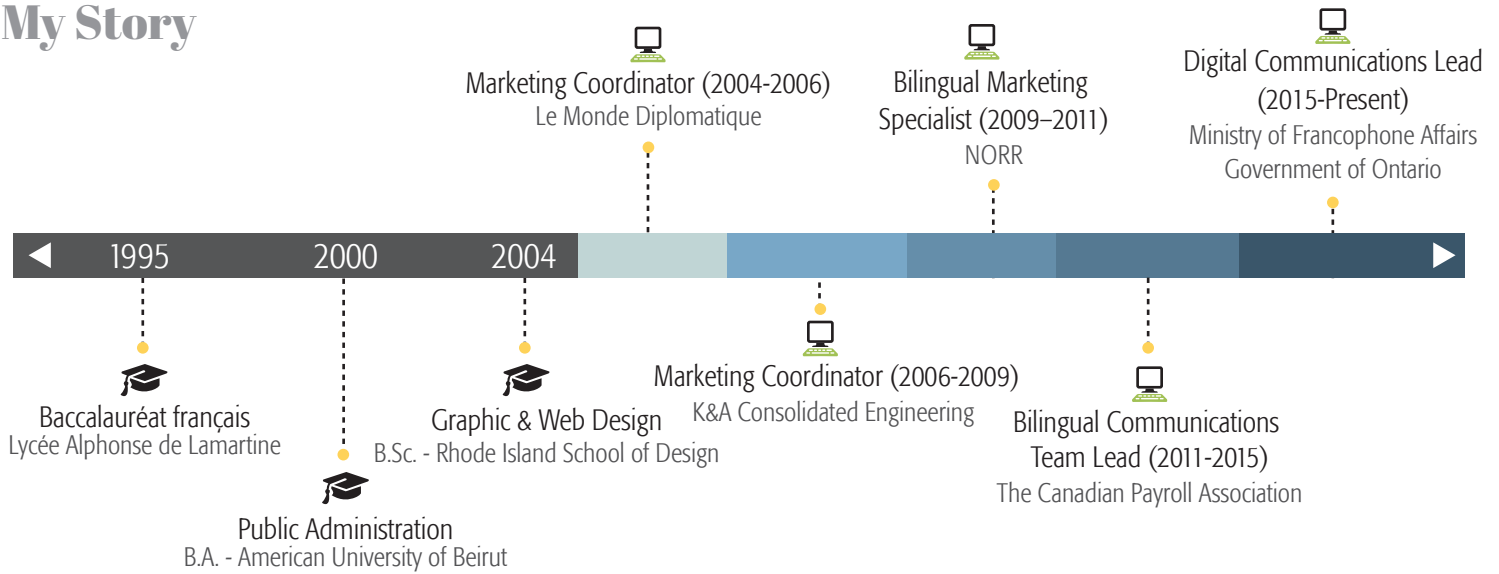
Digital Communications Lead // (647) 896-7296 // mirna.abdo@gmail.com



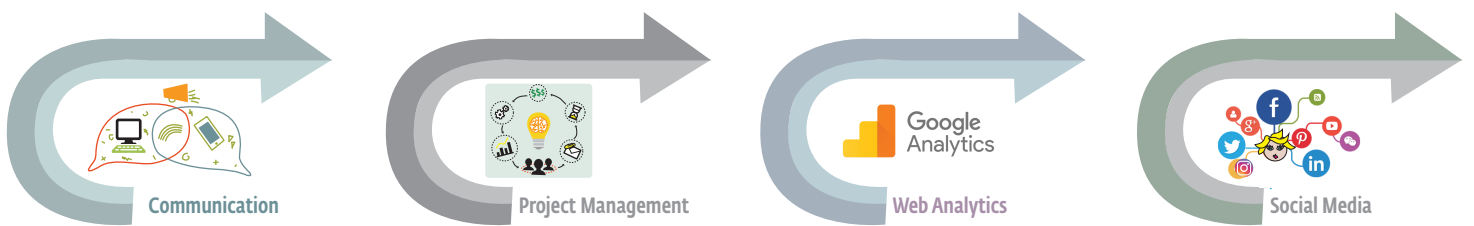
A bilingual (English/French) senior communication professional with more than 12 years of professional bilingual experience in planning and managing digital communications strategies and multi-media

communications projects with a knack for project management, illustration and a passion for everything digital.

My Story



My Expertise



My Skills



MIRNA ABDO

Contact Info

✉ mirna.abdo@gmail.com

☎ 647.896.7296

Details

JOB Web & Graphic Designer - Digital Content Specialist/Editor

2019

Hello,

I am a trilingual (English/French/Arabic) communication professional with more than 15 years of professional bilingual experience in digital communications strategies and multi-media communications projects. I graduated with a B.A. in Public Administration and a B.Sc. in Graphic Design & Marketing from Rhode Island School of Design and the American University of Beirut.

My experience spans over a decade in various sectors, including regulatory bodies, not-for-profit and private/public organizations. I developed and implemented strategic internal and external digital communication initiatives and programs, and provided comprehensive support for creative development/leadership using Adobe Creative Suite, SharePoint, Drupal and Word Press.

I develop, in both English and French, digital communications plans and marketing strategies. I also develop creative communications and marketing products for social and digital media platforms. I manage websites and intranet platforms, including content development, while complying with communication strategies and IT and accessibility standards.

I look forward to meeting with you! Please find attached resume for additional details regarding my expertise and career achievements.

Thank you

Mirna Abdo

EDUCATION

Bachelor's Degree in Graphic & Web Design 2004
Lebanese American University, Beirut, Lebanon

Certification Program - Visual Communication & Design 2002
Rhode Island School of Design, Rhode Island, USA

Bachelor's Degree in Public Administration 2000
American university of Beirut, Beirut, Lebanon

Baccalauréat Français Série Lettres - Spécialité Mathématiques 1995
Mission Laïque Française, Lycée Alphonse de Lamartine

EXPERIENCE

Digital Communications Consultant

September 2015 – Present

Ministry of Francophone Affairs (MFA), Government of Ontario, Toronto

- Developed and implemented bilingual communication strategies and information programs
- Drafted speeches, correspondence, news releases and presentations and key messages in French and English
- Developed strategic communication and stakeholder relations plans
- Implemented and monitored strategies across all digital and traditional channels to ensure a consistent client experience
- Assisted with the production of the MFA's print and web materials including brand strategies for applicable collaterals
- Monitored news media coverage to identify and analyze issues of interest to the MFA
- Developed and implemented internal and external digital communications strategies including intranet and internet platforms migration
- Assessed communication requirements to support policy and program initiatives
- Managed and oversaw the implementation of creative design strategies to ensure compliance with MFA bilingual communications and brand guidelines through the office's digital products and services
- Managed social media campaigns, and other digitally produced material for desktop publishing involving editing digital images and designing page layouts
- Lead the creative efforts in developing and executing special projects, displays, and events (including PPP, infographics, print, digital, photography, and multi-media deliverables)
- Acted as the MFA Web Coordinator, Accessibility, InsideOPS and Open Government Lead
- Acted as liaison with other ministries and agencies to ensure compliance with MFA bilingual communications guidelines and maintained database of the MFA's stakeholders and partners

Bilingual Communications Team Lead

June 2011 – August 2015

The Canadian Payroll Association (CPA), Toronto

- Lead the creative team in developing creative and innovative concepts for print, digital, photography, and multi-media deliverables.
- Planned and implemented various events and developed corresponding promotional and marketing material in English and French
- Responded and dealt with media requests while maintaining database of media contacts
- Managed press events and prepared media lists and press materials

EXPERIENCE

Senior Bilingual Communications Coordinator

June 2011 – August 2015

The Canadian Payroll Association (CPA), Toronto

- Supervised the creative implementation of the Annual Report in French and English
- Supervised the development of the company guidelines and handbook
- Coordinated and administered the calendar timing and consistency of all mass external emails in the broadcast schedule and auto signatures, fax forms in English and French
- Developed and implemented bilingual communication strategies and information programs
- Developed and implemented bilingual marketing and communication plans
- Developed visual strategies for upcoming promotional events and international conferences and monitored the execution phases while actively participating in the design process including: Design, marketing and promotion for internal clients and POP stands.
- Prepared and supervised campaigns and display booths for conferences, seminars and workshops including: Pull-up banners, print and web ads, leaflets and logos
- Followed up with various departments and liaised with printers for major timelines execution and internal jobs production
- Content managed the website (English/French) including working with all departments to ensure the site is up-to-date and reflects company key messages and strategic plan
- Planned the development of the communications portfolio business plan and budget, ensuring that all standards and policies of the Board are adhered to
- Managed the expenses of the communications portfolio
- Identified new expense/revenue opportunities and ensured the resources are used efficiently

Bilingual Marketing Specialist

March 2009 – June 2011

NORR, Ottawa, Canada

- Designed creative and cohesive marketing pieces for clients including brochures & catalogues
- Developed and maintained up-to-date web and social media content while updating and consolidating information for web
- Developed all marketing/communications and publications in English and French
- Developed bilingual internal communication publications
- Ensured compliance with all communications/branding guidelines and policies
- Designed and produced bilingual brochures and catalogues for corporate events
- Organized various events and developed corresponding marketing material
- Coordinated all internal and external communications including press releases, fact sheets and newsletters
- Supervised bilingual translation from French to English and English to French
- Sourced opportunities to increase corporate exposure in the community including writing awards submissions
- Participated in proposals debriefings for continuous quality improvement
- Designed and assisted with events organization and outreaching
- Developed and maintained a network of key local businesses and government contacts
- Researched and developed market research and presentations
- Developed graphics and templates for bilingual e-marketing pieces for e-newsletters/bulletins

EXPERIENCE

Marketing Coordinator

March 2006 - March 2009

Khatib & Alami Consolidated Engineering, Lebanon & MENA

- Edited and revised all marketing content to guarantee the highest quality of writing
- Designed visual strategies for upcoming promotional events and international conferences
- Designed, marketed and promoted internal clients events and POP stands,
- Prepared and supervised campaigns and display booths for GIS conferences, seminars and workshops including: Pull-up banners, print and web ads, leaflets and logos
- Designed and illustrated web banners and web pages for internal clients projects in coordination with the Marketing Department
- Followed up with various departments and liaised with printers for major timelines execution- and internal jobs production
- Assisted with job training to clients and helped prepare workshops schedules and contents
- Translated documents from Arabic to English and English to Arabic
- Coordinated all internal and external communications including press releases, fact sheets and newsletters
- Coordinated media requests and facilitated interaction with stakeholders
- Proofed and edited all design and marketing materials to ensure all work is error free

SKILLS

- Outstanding proficiency in web and graphic design
- Exceptional oral and written communication and editing skills in English & French
- Superior understanding of internal communications
- Strong ability to manage pressing and tight deadlines
- Extensive experience in project management
- Thorough knowledge of the functioning of social networking sites, blogs, media and other forms of web and mobile based broadcasting forms
- Detailed knowledge of Google Analytics, Google Plus and YouTube
- High knowledge of content management and server side scripting languages (HTML, CSS, WordPress and Drupal)
- Expertise in Adobe CS6 (Illustrator, Photoshop, InDesign, Dreamweaver& Flash)
- Sharepoint, Microsoft Office (Word, Excel, PowerPoint, Outlook, Visio)

ACHIEVEMENTS

- ★ Secured feature articles in DIALOGUE magazine (2013-2014)
- ★ Won Applied Arts Magazine 2009 Best Photography and Illustration Awards