

# TINA ARNAOUT

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## PROFESSIONAL EXPERIENCE

**Regional Media Planner** | Cartier (Part of Richemont Group) | Dubai, UAE

**June 2023 – Present**

### Key Responsibilities:

- Led Cartier's integrated advertising campaigns across print, OOH, digital, native, social media, and SEM, ensuring brand consistency and alignment with Cartier's global standards across 10+ markets and diverse media partners.
- Developed digital support strategies, briefing agencies, managing asset production, and overseeing the execution of MEIA region social media content.
- Reviewed and optimized communication plans based on campaign objectives, KPIs, and performance metrics, ensuring continuous improvement.
- Analyzed and monitored digital campaigns across Social (Meta, Snapchat, TikTok) and Google Analytics, making recommendations for timely adjustments and ensuring impactful results.
- Managed cross-functional coordination for annual media budgets, ensuring alignment with broader brand goals and maximizing market impact.
- Collaborated with digital magazines and media outlets to secure strategic placements and coverage, supporting Cartier's digital presence and PR efforts.
- Coordinated high-profile shoots, working closely with the PR team and external partners to produce content that reflects Cartier's luxury image.
- Aligned with internal teams across PR, Marketing, CRM, Events to execute 360° campaigns, ensuring cohesion in messaging and objectives across all channels.
- Tracked monthly budgets and campaign performance, presenting key insights and recommendations to senior stakeholders for continuous optimization.

**Senior Media Planner Executive** | PHD Media (An Omnicom Media Group company) | Dubai, UAE **Dec. 2022 – June 2023**

**Media Planner Executive** | PHD Media (An Omnicom Media Group company) | Dubai, UAE

**Apr. 2021 – Dec. 2022**

### Key Responsibilities:

- **Clients** – Volkswagen Group (Audi, Volkswagen, Bentley, and Porsche)
- Devising both online and offline media strategies fulfilling client/brief objectives.
- Effectively applying rationale and logic when constructing media plans, executing on a timely basis, and creating campaign reports using in-depth analysis and understanding of implications.
- Establishing and maintaining strong relationships with the clients, proactively responding to clients' needs, working with all departments and team members in the agency in a close and supportive relationship.
- Working with the client to ensure that all marketing investment potential is maximized and liaising internally to ensure buying commitments are achieved.
- Responsible for the supervision of junior team members of the planning team.
- Proactively researching the newest trends in the industry and market, developing personal strategic acumen.
- Assisting in new pitches for the agency.
- Maintaining communication/integration with multiple agency partners (creative, account, web, promotions, media buying, research).
- Managing relationships with vendors.
- Working on financial side of planning, including invoicing and actualizations.

**Media Planner Executive** | Omnicom Media Group | Beirut, LBN

**Sep. 2019 – Apr. 2021**

### Key Responsibilities:

- **Clients** – Volkswagen Group, Arla Group, LVMH, TikTok, Canon, HSBC, Ferrero
- Working remotely from Lebanon for GCC clients to understand the client's business objectives and advertising strategies.
- Applying rationale and logic when constructing media plans opportunities for offline and online channels, handling the campaign launch process, implementation, tracking and mid/post reporting.
- Creating competitive reports, quarterly and monthly, using in-depth data analysis, understanding of implications and screenshots.
- Developing continuously own understanding of media offering in the market and maintaining network relations with suppliers.
- Working on financial side of planning, including invoicing and actualizations.

# Tina Arnaout

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- **Tools** – Statex, PlanIt, TokenTalks, X-Plan

**Marketing Intern** | *Head Office, Bank Audi S.A.L* | Beirut, LBN

**May 2019 – July 2019**

## Key Responsibilities:

- Assisting in managing all work related to Spring Account.
- Analyzing consumer needs within the market opportunities, threats, and setting tactical plans for account growth.

## AWARDS & CERTIFICATIONS

<b>30 under 30 Young Agency Talents</b>   <i>Communicate Magazine Issue N.167</i>	<b>2023</b>
<b>Make the Leap Team Award for Volkswagen Group</b>   <i>OMG YEARLY CEREMONY</i>	<b>2023</b>
<b>Gold at MENA Effie for Porsche</b>   <i>MENA EFFIES</i>	<b>2022</b>
<b>Snapchat Advertising Essentials</b>   <i>Snapchat Inc.</i>   Online Course	<b>2022</b>
<b>Google Ads Display Certification</b>   <i>Google Digital Garage</i>   Online Course	<b>2022</b>

## EDUCATION

<b>BBA, Business Administration</b>   <i>American University of Beirut</i>   Beirut, LBN	<b>2019</b>
<b>High School Diploma, Baccalaureate in Literature &amp; Humanities</b>   <i>Rafic Hariri High School</i>   Sidon, LBN	<b>2008</b>

## EXTRACURRICULAR ACTIVITIES

<b>Social Activist</b>   <i>Enta Karim Charity</i>   Sidon, LBN	<b>2018 - Present</b>
<b>Member at Rotaract Club</b>   <i>Rotaract Club of Sidon</i>   Sidon, LBN	<b>2019 - 2021</b>
<b>Member at UNICEF Club</b>   <i>American University of Beirut</i>   Beirut, LBN	<b>2018 - 2019</b>
<b>Volunteer</b>   <i>Lebanese Red Cross Youth Department</i>   Sidon, LBN	<b>2013 - 2016</b>

## SKILLS

Fluent in Arabic, French and English

Knowledge in Microsoft Office (Excel, Outlook, PowerPoint, & Word)