

NADINE CHORA

DIGITAL COMMUNICATION & SOCIAL IMPACT CONSULTANT

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<https://www.linkedin.com/in/nadinechora/>

PROFILE

I hold an **MSc in Business Analysis & Management** and bring **10 years** of experience in **digital communication**, specialising in **Social** and **Behaviour Change** across the EMEA and SEA regions, **currently based in Lisbon, Portugal.**

I'm passionate about using digital communication to drive meaningful change and have worked with **NGOs**, **government agencies**, and global brands like **Unilever** and **Coca-Cola.**

My expertise spans creating **behavioural change** campaigns, crafting **disruptive digital strategies**, and building engaged online communities.

EDUCATION

Loughborough University,
United Kingdom
2016-2017

MSc in Business Analysis &
Management

Saint Joseph University,
Lebanon
2012-2015

BSc in Economics

Lycée Français Charles de Gaulle,
Syria
1998 - 2012

French Baccalaureate (Science)

EXPERIENCE

Social Impact Consultant | Strategic Planning, Media Strategy, Social Media

OCTOBER 2021 - PRESENT / LISBON, PORTUGAL

Currently engaged with Blue Pixel as a Senior Social Media Consultant

- Partner with **NGOs** and **government agencies** on **social impact initiatives**, driving **behavioural change** in complex markets and **hard-to-reach audiences.**
- Develop and manage **data-driven social media & digital platforms campaigns** for maximum engagement.
- Build online communities through **targeted content strategies.**
- Advise on **digital transformation** and **growth strategies.**
- **Measure** campaign effectiveness with **reporting** and **sentiment analysis.**
- **Optimise** campaign performance based on **data insights.**
- **Lead** and **train** teams on digital communication best practices.

Digital Marketing Consultant, Cambodian Children's fund

OCTOBER 2020 - JANUARY 2021 / PHNOM PENH, CAMBODIA

- Developed and implemented a **digital fundraising strategy** to recruit new regular donors in the U.S.
- Coordinated **integrated marketing** with CCF's international offices (Hong Kong, Australia, U.S., UK).
- Collaborated with corporate partners to **develop CSR campaigns** supporting CCF initiatives.
- Managed **always-on digital content** to keep supporters engaged and informed.
- Led **creative and media planning** for all digital communications, including ongoing and campaign-specific strategies.
- Established **KPIs** and metrics to **measure campaign success**, including dashboards and reports.
- **Trained** students at Neeson Cripps Academy in **digital marketing skills.**

Senior Digital Manager, Havas Media Group

2020 / PHNOM PENH, CAMBODIA

- **Digital Head** for UNILEVER, managing 20+ brands.
- Crafted **digital strategies** involving large media spends, KOL endorsements, and innovative formats.
- Led **integrated campaigns**, collaborating with creative, offline, and activation teams.
- Managed **multi-channel media planning**, ensuring cohesive execution across digital platforms.
- **Monitored and analysed** campaign performance, providing actionable insights for continuous improvement.
- Delivered regular **reports** to ensure all KPIs were met monthly.
- Specialised in **FMCG clients** within the south-east asian market.

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DIGITAL COMMUNICATION & SOCIAL IMPACT SPECIALIST

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SKILLS

- Language Skills
(Fluent in French, Arabic, English and proficient in Spanish)
- Digital Marketing
- Digital Creative Strategist
- Media buying
- Client Servicing
- Project Management

OTHER WORK

- Social Media Manager of **LawPanel** & **TrademarkDirect**
- Social Media Volunteer at **Live Love Syria**

HOBBIES

Swimming, traveling, reading, indoor cycling, gym, foodie.

EXPERIENCE

Social Media Manager, Melon Rouge

2020-2019 / PHNOM PENH CAMBODIA

- Worked with the business development team to position Melon Rouge as a leader in **Behavioural Change Campaigns** in Cambodia
- **Led the social media team** to enhance online presence and engagement for various campaigns.
- Worked with clients like WWF, UNICEF, OHCHR or Marie Stopes
- Developed **strategy decks**, working with the offline team to pitch integrated campaigns to the client
- Acted as a **digital creative strategist**, linking creative strategy & media placements
- Collaborated with the **activation team** to create marketing campaigns around **events, exhibitions and other offline activities**
- Coordinated the **production of reports** for the different projects, ensuring all KPIs are met

Account Manager, The Agency Global (Affiliate of Publicis)

2018-2019 / MIDDLE EAST (ABUDHABI, BEIRUT, DAMAS)

- Client servicing for Siemens & UAE Governmental organisations like Global Manufacturing and Industrialisation Summit and the Mohammed Bin Rashid for Prosperity.
- Developed an expertise in working with **governmental agencies**
- Prepared **digital communication strategies**
- Developed social media content
- Worked with the creative team to develop **digital assets**
- Ensured the alignment of all deliverables with the marketing & communication strategy

Account Executive, M&C Saatchi London

2017-2018 / LONDON, UNITED KINGDOM

- Joined the **World Services division**, responsible in tackling some of the humanity's most challenging and important problems in fragile states and developing countries
- Worked with the production team in providing documentation and **report writing for clients**
- Extracted information from meetings and provided written direction for production teams
- **Cultural consultant** for projects related to the **Middle East**

Account Executive, The Agency Global (Affiliate of Publicis)

2015-2016 / MIDDLE EAST (ABUDHABI, BEIRUT, DAMAS)