

CYNTHIA ZABBAT | Translation Services, PR & Blogger Relations

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*Total availability to travel / change residence for business

SUMMARY

Although my career was stamped by written communication, blogging and copywriting since 2001, my experience was not limited to it exclusively; the jobs I was responsible of were always related to strategy & communication in different languages & addressing different cultures. The different nature of my assignments taught me how to adapt mentally and physically to all challenges presented to me, and to work under pressure with very tight deadlines, driven by a persistent passion for a noble cause (particularly when I had the opportunity to work under the UNIFIL flag) and a persistent commitment to help my colleagues getting our assignments perfectly done.

In point of fact, my previous experience as a **UNIFIL language assistant** for the Spanish Battalion, helped me getting a relevant understanding of integrity and professionalism in all tasks assigned, at international level, while my current **courses at ESA (Ecole Supérieure des Affaires)**, Hamra is helping me enhancing and structuring all the know-how I gathered through 15 years of professional development.

What I eagerly seek in all jobs and missions I am assigned to, is **integrity**; not mentioning, **high degree of creativity** to find solutions for any issue, the dexterity to **communicate** all concepts I am given, the ability to maintain an **effective working space** within a multi-cultural environment and to work efficiently **in team**.

EXPERIENCE

- ✓ **PR & Blogger Relations** for private projects on a Freelance basis | current
- ✓ **Senior English Copywriting** for different brands at **BlindSpot Communication** (Branding & Consulting Agency), Sarba, Lebanon | October 2013 – June 2014.
- ✓ **Digital Marketing Strategist** at **BlindSpot Communication** (Branding & Consulting Agency), Sarba, Lebanon | October 2013 – June 2014.
- ✓ **Manager & Digital Marketing Strategist** at **Baños Árabes Medina Aljarafe**, Seville, Spain | May 2010 - Present
- ✓ **Escort interpreter** (Spanish-English / English-Spanish) with Scholarship holders under the European mobility program, Leonardo Da Vinci, recruited by **ONECO agency for European Mobility**, Seville-Spain | February-March 2011.
- ✓ **Escort interpreter** (English-Arabic / Arabic-English) with Correspondent of Voice Of America (VOA, the Government Radio of Washington) for the Middle East during the turmoil of Lebanon, Beirut, Lebanon | January 2011.
- ✓ **Escort interpreter** (Spanish-English-Arabic) at a conference about Recycling and Climate Change held by the international organization GAIA with the cooperation of IndyAct NGO, Beirut, Lebanon | July 2010.

- ✓ **Language Assistant** with the **Spanish Battalion working under the UNIFIL flag** in South of Lebanon, Marjeyun, Ebel As Saqi | 3rd of September 2007, October 2009.
- ✓ **Ballroom / Flamenco and cultural dance choreographer**, Lebanon | 2000-2007.

COURSES

- ✓ **Training at Lalique, Daum, Haviland** | Paris – April 2015
- ✓ **Certificate in Management Du Luxe: IFM- Paris** | April 2015
- ✓ **Certificate in Management Du Luxe: ESA-Beirut** | November 2014- April 2015, including a one-week trip to Paris in April 2015 for an on-site experience in the Luxury Avenues and Shops of Paris.
- ✓ **Wine & Spirits: Vintage Wine Cellar** | June 2014 – September 2014. I took the challenge to get into the wineries' world since the universe of wines is not limited to the product itself: it is a culture and a language I can use for my future projects.
- ✓ **Google Partner** online courses.
- ✓ **Digital Marketing** Conferences in Spain, including **Social Media, Blogger Relations, Online Communication and Strategy**.
- ✓ **Copywriting workshops** throughout my university studies.

LANGUAGES

- ✓ Arabic (Mother Tongue)
- ✓ Spanish
- ✓ English
- ✓ French

SKILLS & EXPERTISE

- ✓ Luxury Sales Force Management
- ✓ Luxury Brands' Communication Strategy
- ✓ Perfume Culture
- ✓ Luxury Retail Strategy & Client Experience
- ✓ Brand Creation
- ✓ Business Planning
- ✓ Spa & Leisure Consultant
- ✓ Digital Communication Strategies for B2B and B2C Networks
- ✓ SEO tools and expertise
- ✓ Translation
- ✓ Copywriting & Blogging

EDUCATION

Universidad de Sevilla, Spain

Master's Degree in Translation and Intercultural Studies |2009-2011

Université Saint Joseph, Beirut, Lebanon

Licence ès Lettres Françaises |1998-2001