

CURRICULUM VITAE

ZEINA HABCHI RICHAI

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EDUCATION

LEBANESE UNIVERSITY. Ph.D. in Information and Communication Sciences (2018)

LEBANESE UNIVERSITY. Masters in PR and Organizational Communication (2014)

NOTRE DAME UNIVERSITY. Masters in Media Studies with concentration in Advertising (2009)

NOTRE DAME UNIVERSITY. Bachelor in Advertising and Marketing (2007)

PROFESSIONAL EXPERIENCE

COMMUNICATION CONSULTANT

2018-Present

News Monitors
Responsible of :

- Data mining and analysis of digital media
- Competitive analysis
- Strategy development

MEDIA DIRECTOR

2016-2017

Universal Media (UM)
Responsible of:

- Managing team work and supervising the media planning and buying process.
- Setting media strategies with new clients and following up with existing clients on the communication process

Handling important clients such as: Coca Cola, Byblos Bank, McDonald's, Dettol, Scholl and many others.
Working on the Lebanese and Iraq Market

MEDIA MANAGER**2011-2016**

Aquila Associates

Responsible of :

- Developing the communication process which includes marketing consultancy, strategic marketing plans, media planning and buying, PR, market study, competitive analysis, monitoring, invoicing.

Handling important clients such as Bank Misr Liban (BML) , JAC cars, BIM-me , Bonita Bay and others.

SENIOR MEDIA EXECUTIVE**2007-2011**

Optimedia

Responsible Of:

- Planning, buying, PR, market study, competitive analysis, monitoring, invoicing.

Handling important clients from Lebanon, Kuwait, Dubai and Iraq such as: Bassoul & Heneine, Mc Vities, Ogero, Kuwait Danish Dairy, Swarovski ,Ice-Watch and many others.

TEACHING EXPERIENCE

LEBANESE UNIVERSITY

2020-Present

Part-Time Instructor

*Faculty of Information- Branch 2**Faculty of Business- Branch 2*

NOTRE DAME UNIVERSITY

2009-2021

Part-Time Instructor

Faculty of Humanities-Department of Media Studies

- Member of Jury Committee for Advertising and Marketing Senior Students
- Installed the Arianna and Statex Softwares at NDU for media planning students
- Prepared many digital media, creative and research seminars, lectures and workshops for Advertising and Marketing students

AMERICAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

2013-2016

Part-Time Instructor

Faculty of Communication Arts

- Advisor of Advertising and PR senior students
- Jury member of Advertising and PR senior projects presentation

BALAMAND UNIVERSITY

2011-2012

Part-Time Instructor

Faculty of Arts-Department of Mass Communication

- Member of Jury Committee for Advertising and Marketing Senior Students

COURSES TAUGHT

MA Program:

Advances Media Planning
Media Planning and Advertising campaigns
Marketing strategies and tactics
Advanced Public Relations

BA Program:

Les Principes de Marketing
Les Principes de Management
Gestion de Projet
Advertising and IMC
Marketing Research in Data Science
Consumer Behavior in Data Science
Organizational Behavior
Senior studies in Advertising
Internship in Advertising
Global Advertising
Media Planning and Analysis
Advertising Principles
Advertising and Psychology
Fundamentals of Marketing
Principles of Public Relations
Public Relations Practices and analyses
Crisis Management in Public Relations
Public Relations and Diplomacy
Public Speaking

PUBLICATIONS

- **Habchi, Z.** "The Circular Communication Model". International Journal of Sciences : Basic and Applied Research (IJSBAR), February 2020, Vol 49 N2 p.181-198
- **Habchi, Z.** "Une ère nouvelle de la recherche publicitaire". Communication and Development, A research journal specialized in Communication in the Arab World. Vol 19

CONFERENCE PRESENTATION

- "إشكالية المصطلح والمفهوم في علوم الاتصال في الوطن العربي", 5th annual forum of the Arab Association for research and communication sciences : Speaker , Lebanese University Beirut, Nov 30,2018
- "Social Media Research in Academia", 1st Conference of the Association of Media Educators in Lebanon: MedLeb, Speaker, Lebanese American University Beirut, Dec 9,2017

RELATED SKILLS

Computer Skills:

STATEX

ARIANNA

ZPLAN

BRANDPULSE

Languages:

Arabic (Spoken, Written & Read) : Native

French (Spoken, Written & Read) :Fluent

English (Spoken, Written & Read) :Fluent

REFERENCES

Kallas, G. Dean of Media Faculty , Lebanese University.

03 298866

Abi Zeid, M. Chairperson of Department of Media Studies, Notre Dame University.

70 282126

Cherfane, C. General Manager, Universal Media.

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