

# SYLVANA SEMAAN

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## **SENIOR MANAGEMENT PROFESSIONAL** – Public / International Diplomatic Relations / Communications

A Forward-thinking individual with year-on-year commendable success and domain expertise in driving organizational profitability and crafting best practices for communications, public relations, international relations, and crisis management.

### **PROFILE SUMMARY**

**Seasoned and Accomplished Professional with 17 years of distinguished career** in managing public relations and international affairs for setting the right image and enhancing the company's brand among its audience. Remarkable proficiency in elevating corporate reputations, crafting compelling narratives, and steering high-impact communications across media landscapes.

**Well-versed** in current international affairs and foreign policies. Knowledge of preparing and reviewing negotiated treaties and agreements. In-depth understanding of handling international relations issues and trade policy changes.

**Skilled** in developing and harnessing professional relationships with government departments, municipalities, and media agencies. Expertise in creating PR campaigns that resonate with target demographics, leveraging initiatives to amplify brand presence. Excel in navigating public discourse, fostering media relationships, and curating brand-aligned messaging.

### **CORE COMPETENCIES**

- |                            |                            |                              |
|----------------------------|----------------------------|------------------------------|
| • Strategic Planning       | • Public Policy Management | • Reputation Management      |
| • Public Relations         | • HR Management            | • Stakeholder Engagement     |
| • International Relations  | • Media Engagement         | • Cultural Sensitivity       |
| • Corporate Communications | • Conflict Resolution      | • Negotiation                |
| • Project Management       | • Crisis Management        | • Team Building & Leadership |

### **EMPLOYMENT OUTLINE**

#### **A2Z Media-Qatar | Press officer for Kuwait pavilion at EXPO Qatar** (Oct 2023 -Mar 2024)

##### Key Deliverables:

- Created and executed global communication strategies as press officer for the Kuwait pavilion within EXPO Qatar.
- Managed media relations specific to the Kuwait pavilion, including press releases, media inquiries, and interviews.
- ensuring accurate representation of the pavilion.
- Significantly bolstered the Kuwait pavilion's reputation and strengthened diplomatic relations.
- Acted as a spokesperson for the Kuwait pavilion when necessary, delivering clear and consistent messages.
- Successfully engaged with prominent individuals and stakeholders.

#### **May Chidiac Foundation | Debates Panel** (Jan 2021 – Sept 2023)

##### Key Deliverables:

- Leveraged expertise to participate in impactful debates at the May Chidiac Foundation's Media Institute.
- Provided strategic insights into Lebanon's socio-political landscape.
- Offered policy recommendations to address critical issues.
- Facilitated diverse and diplomatic dialogues among panellists.

#### **Lebanese Press Club | Diplomatic Affairs Liaison** (Jun 2017 – Sept 2023)

##### Key Deliverables:

- Served as a Reporter, Organizer, and Diplomatic Affairs Liaison at the Lebanese Press Club.
- Authored insightful articles focusing on diplomatic and political matters.
- Cultivated robust relationships with diplomats, politicians, and journalists.
- Elevated the club's credibility and influence within the industry.

#### **Middle East Airlines | Senior Flight Attendant** (Sept 2009 – 2023)

##### Key Deliverables:

- Passenger safety and comfort through pre-flight briefings, cabin monitoring, and prompt resolution of issues.
- Exceptional customer service: provided personalized care, resolved conflicts with professionalism, ensuring high satisfaction.
- Team leadership: providing guidance and training to junior members and ensuring smooth flight operations.
- In-flight Emergency Response: Handled various emergency situations, including medical emergencies, turbulence incidents and security concerns, ensuring the safety of passengers and crew members while maintaining professionalism under pressure.

## **A TO Z Services-Lebanon | Human Resources** (Oct 2016 – Jun 2022)

### Key Deliverables:

- Recruitment and talent Acquisition: Implemented effective recruitment strategies, including sourcing, screening and interviewing candidates, to fulfill organizational staffing needs.
- Performance Management: Developed and implemented performance management systems, including goal setting, performance appraisals, and development plans to drive employee productivity and growth.
- Training and Development: Identified training needs, designed training programs, to enhance employee skills and career.
- HR Policy Development and compliance: Established HR policies and procedures aligned with legal requirements and organizational objectives, ensuring fair and consistent treatment of employees and mitigating compliance risks.

## **SYLVANA Style as Founder Image Consultant** (May 2016 – Present)

### Key Deliverables:

- Celebrity Color and Style Advisory: Offered color analysis and style guidance to esteemed television personalities, amplifying their visual allure and leaving a lasting impression on viewers.
- Etiquette and Protocol Proficiency: Provided expert guidance on etiquette, protocols, and savoir-vivre to clients, ensuring they exuded grace, sophistication and professionalism in various social and professional settings, thereby enhancing their personal and professional image.
- Exclusive Uniform Selection: Sourced and partnered with esteemed uniform companies to procure uniforms that reflect the client's brand, ensuring a cohesive image that resonates with both employees and clientele.

## **PRIOR WORK HISTORY**

### **Saint Coeur & Rosary as Schools Teacher** (Oct 2006 – Jun 2009)

### **RCI as Time Share Consultant** (May 2006 – Oct 2009)

## **MAJOR PROJECTS**

- Started an ambitious project for the development of the participation lake as the assistant to the mayor of Tarchiche in 2013 with an aim to build a lake in the town of Tarchiche, enabling water collection and conservation, including engaging with the European Union to secure funding, which was crucial for covering the substantial costs associated with the project's implementation. This initiative was a significant step towards addressing water scarcity issues in our community and enhancing our town's sustainable development.
- Participated in one of the major projects in 2015 with a considerable amount, worked as an assistant to the mayor of Tarchiche of the municipality. Assisted in securing funds to establish a water distribution network and setting up a part of the water distribution system to deliver potable water to households.

## **VOLUNTEER**

### **The Grace Social Entrepreneurship, NGO** (2018 – Present)

- Volunteering as International Affairs Adviser at The Grace Social Entrepreneurship NGO. Provided strategic guidance, facilitated cross-cultural collaboration, contributed to policy development, and successfully negotiated partnerships for project mobilization and fundraising.

## **EDUCATION CREDENTIALS**

- **Diploma, Science & Tech Diplomacy**, from Friedrich-Alexander-Universität Erlangen – 2024.
- **MA, Diplomacy and International Security**, from Holy Spirit University of Kaslik, Lebanon – 2023.
- **BA, Human Resources Development and Management**, from Lebanese Canadian University, Lebanon – 2013.
- **BA, Early Childhood and Primary Education**, from Lebanese University, Lebanon – 2009.

## **CERTIFICATIONS**

- **International Criminal Law and Procedure**, from ASSER institute Hague, Netherlands
- **Young Diplomat | Soft Power | Etiquette, Protocol, and Diplomatic Event**, from Global Diplomatic Forum, London
- **Digital Diplomacy & Negotiation**, from The young diplomat Amsterdam, Netherlands
- **International Humanitarian Law and Regulations**, from Directorate of Human Rights in the Lebanese Army and ICRC
- **Communication Skills, Be Your Boss**, from Holy Spirit University of Kaslik, Lebanon

## **TECHNICAL PROFICIENCY**

- Well-versed with the Microsoft Office.

## **PERSONAL DOSSIER**

**Languages Known:** Arabic, English, and French.