

Laura Hobeiche

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Experienced International Communication and Public Relations Specialist

Summary:

- Skilled strategic communications professional with expertise in leading integrated marcomms teams and supporting key business priorities through research, creative planning and story mining to craft narratives, messages and campaigns with resonance
- Excellent cross-cultural communication abilities with fluency in English and intermediate French and Arabic – in addition to expertise in reputation management, media relations, stakeholder relationship management and community outreach
- Skilled in managing the implementation of multiple forms of integrated comms initiatives, activities, products and programs
- Superior writing and editing skills across a wide range of content such as press releases, op-eds, newsletters, pitch presentations, speeches and social media
- Nuanced understanding of public diplomacy and the social impact space— with expertise in a range of sectors including environment, sustainable development, culture/arts and health/wellness
- Technical skills: MS Office, Audacity, WordPress, Final Cut Pro, Hootsuite, Survey Monkey, Google Analytics, Carma, Meltwater, and Adobe Photoshop
- Core attributes: adaptability, positivity, authenticity, collaboration, time management, teamwork, leadership initiative, problem solving and organizational expertise
- Dedicated to diversity, equity and inclusion, and using professional standards for ethical practice of public relations in all forms as a member of the Public Affairs Association of Canada - Ontario Chapter, with PRK certification from CPRS

Experience:

Marketing and Communications Manager (Short-term contract) Oct 2020 – Jun 2021
Savormetrics, Ontario, Canada

- Developed traditional and digital marketing and PR strategies
- Provided business development support, including formulating sales pitch angles, presentations, proposals and market penetration strategies
- Identified and completed grant, award and competition applications with an emphasis on breaking down difficult technical concepts into succinct content

Public Relations Account Manager 2019 – 2020
Hill and Knowlton Strategies, Abu Dhabi, UAE

- Led the in-house communications team for the Zayed Sustainability Prize at Masdar (The Future Energy Company), through project management and coordination expertise
- Orchestrated and implemented integrated global communication campaigns, achieving unprecedented success across the client's media coverage goals
- Managed all earned, paid and owned content development in line with brand narrative
- Story mining, key message development and speechwriting for senior spokespersons across four sustainability themes of health, energy, food and water
- Provided strategic consulting for reputation management and relationship stakeholder development by managing media relationships alongside outreach to government officials, diplomats and opinion leaders

Experience Continued:

Account Manager

2018

Edelman, Dubai, UAE

- Provided content development and executed socially-impactful campaigns for various accounts, short-term projects and initiatives including GlaxoSmithKline (Panadol), PepsiCo, Facebook Middle East and Abu Dhabi University
- Supervised daily account activities, troubleshoot ad-hoc challenges, mentored junior members of staff, managed social media influencers and oversaw billing and budgets
- Applied expertise in writing to craft brand narratives, talking points and press releases

Senior Account Executive

2015 – 2018

Weber Shandwick, Abu Dhabi, UAE

- Planned campaigns for accounts under the social impact and consumer practices
- Developed communication strategies, social media content and new business proposals
- Shaped and implemented an integrated communication foundation for clients including public relations plans, key brand messages and annual communication calendars
- Provided media monitoring consultancy
- Applied creative project management and cross-cultural communication skills to conceive and lead an original soft diplomacy project on behalf of Children's National Health System in Washington DC. The project, a children's illustrated storybook to be used in Art Therapy at hospitals and refugee camps, led to stronger USA-UAE diplomatic relations and was formally recognized with 2 Middle East PR Awards

Communication and Social Media Officer

2014

America-Mid East Educational and Training Services, Washington, DC, USA

- Executed external communication initiatives and digital outreach, providing creative input for written collateral and daily content creation across social media platforms
- Monitored benchmarks to measure impact of online communication and paid content, distilling information into strategic implications and actionable behavioral insights
- Analyzed survey data to establish best digital outreach practices

Internship Experience, Washington, DC, USA

2013

- League of Arab States
- Youth for Understanding USA

Additional Experience:

Public Diplomacy Consultant	United Nations Foundation, Washington, DC, USA	2013
Program Assistant	Atlantic Treaty Association, Brussels, Belgium	2012
Market Research Executive	Multiply Marketing Consultancy, Abu Dhabi, UAE	2010

Education:

American University, Washington, D.C., USA: 2013

- Master's Degree in International Communication

American University, Beirut, Lebanon: 2010

- Bachelor's Degree in Business Administration and Marketing, Minor in Psychology

Recommendations Available on LinkedIn