

NADINE CHORA

DIGITAL COMMUNICATION & SOCIAL IMPACT CONSULTANT

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PROFILE

A strategic **digital communication consultant** with a decade of experience designing **social impact** and **behaviour change campaigns**.

I partner with NGOs, government agencies, and global brands to develop **disruptive digital strategies** that drive **engagement** and **meaningful change**. Specialising in social media, digital fundraising, and integrated media planning, I help organisations amplify their impact through **compelling storytelling** and **data-driven insights**.

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 Studio & Between Collective

- Partner with **international & governmental organisations** on **social impact initiatives**, driving **behavioural change** in complex **AOI** and **hard-to-reach audiences**
- Develop and manage **data-driven social media & digital platforms campaigns** to **drive engagement**
- Build online communities through **targeted content strategies**
- Advise on **digital transformation** and **growth strategies**
- **Measure** campaign effectiveness with **metrics 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

LANGUAGES

- English (Fluent)
- French (Fluent)
- Arabic (Fluent)
- Spanish (Intermediate)
- Portuguese (Intermediate)

SKILLS

- Strategic Communication
- Behaviour Change Communication
- Social Media Management
- Digital Media Planning
- Content Optimisation
- Digital Fundraising
- Community Growth

HOBBIES

- Swimming
- Traveling
- Reading
- Indoor cycling
- Gym
- Foodie

VOLUNTEER

Social Media Volunteer at
Live Love Syria

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**
- Developed content and digital communication strategies for global humanitarian projects
- **Cultural consultant** for projects related to the **Middle East**

Account Executive, The Agency Global (Affiliate of Publicis)

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

- Defined, implemented, monitored campaigns and content strategy on social media for international clients like Dr. Oetker Arabia
- Worked closely with the creative team to deliver visuals in line with the strategy