

# JESSICA ABOU HAIDAR-MATAR

## Communications Consultant - Media Strategist



I am a strategic designer, a communications and media consultant, with a passion for listening, training, and skill building. I design solutions that create social impact and serve the common good, finding innovative and practical ways to address complex problems.

My expertise in branding, design, media, and digital strategy is complemented by a lifelong commitment to faith and society.

Having worked extensively with faith-based and interfaith organizations, I firmly believe in the power of faith to unite people from diverse backgrounds, celebrate common values, and foster peace.

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## EDUCATION

. 2007 University of Balamand ALBA (Sin el Fil, Lebanon)  Bachelor in Graphic Design	. 2009 University of Balamand ALBA (Sin el Fil, Lebanon)  Masters in Art Direction	. 2015 . 2018 University of Saint Joseph ISSR (Beirut, Lebanon) - Credo (theology) - Spiritual Direction	. 2023 - 2026 University of London SOAS institute  Masters in Global Media and Digital Cultures
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Additional Education: *National Conservatory and Apotres Music School: 1996 – 2005 Music Theory, Classic Guitar and Electric Guitar*

## EXPERIENCE & ENTREPRENEURSHIP

- 2023** ● *to Present* **The Women's Peacebuilding Network in Lebanon - Member**  
WPNL brings together women peacebuilders committed to inclusive and sustainable peace. The network aims to amplify women's contributions to peacebuilding in Lebanon, and strengthen its members' leadership and participation.
- 2014** ● *to 2020* **Exodus – Founder**  
Exodus is a trading company, specialized in exporting organic lebanese goods to the E.U. Exodus also manages the product launch events, sales strategy and promotion in the host countries.
- 2012** ○ *to Present* **Takween – Founder and Creative Director**  
Initiated and founded Takween (Arabic for; Genesis). Takween is a branding, strategy and communications consultancy house dedicated to creating positive impact in the Lebanese society, that is why we mainly work with Startups, Social Entreprises, NGOs, Interfaith Organizations and Religious Entities. The Studio offers **Training, Consultancy and Implementation** services in the fields of: Branding & Corporate Identity, Design & Media Production, Illustration, Web and Social Media Marketing.
- 2011** ● **TourTwist - Founding Partner**  
TourTwist, is a tourism social network. It aims to encourage local and rural tourism by connecting tourists with local amateur guides in their hometowns. *TourTwist won the Maurice Fadel First Prize for the best business plan in North Lebanon* and was a *top 10 MIT arab business plan competition finalist*.
- 2010** ● **Mimix - Founding Partner**  
Mimix, a speech to sign language interpretation tool, designed to enhance communication for the hearing impaired. *Winner of YallaStartup Weekend 2010, and of the Global Startup Battle 2010 Final FaceOff.*
- 2010** ○ *to Present* **Word of Life – Co-Founder**  
Word of Life is a spiritual training group that aims to the personal development of young individuals; we train about communication skills, leadership, team development etc. all in a biblical perspective. We create large scale events that promote knowledge about the Holy Bible. I am currently the executive manager of the group.
- 2009** ● *to 2011* **CRAFT – ECO NGO – Volunteer and Committee Leader**  
Volunteered at Craft, a paper recycling implementation program, an Environmental NGO with a strategic partnership with JCI. It trains companies and institutions to implement recycling programs. I was a trainer and the marketing committee leader.

- 2007** to 2012 **Bug Studios Ltd.** – Managing Partner and Creative Director  
Co-founded Bug Studios s.a.r.l. A young design agency, created by fresh creative graduates, bringing new concepts into the market. The Studio offered Branding, Graphic & Web Design, Photography & Illustration. Clients ranged from local NGOs to regional private businesses as well as governmental institutions. I managed the agency and acted as the creative director of the team.
- 2006** (july) **War Refugee Camp** - Volunteer  
Volunteered at the war refugees' camp in Ghazir, Lebanon. I was in charge of children motivation and animation; organizing daily activities and meetings. I also assisted with logistical arrangements and support to families.

## SOFTWARE LITERACY

Adobe suitecase: **Photoshop, Illustrator, InDesign, Fireworks, Director, Acrobat professional. + Quark Xpress.**  
Microsoft Office: **Excel, PowerPoint, Word.**  
Operating Systems: **Mac OS X, Windows.**

## LANGUAGES

**Arabic** Native Language.  
**French** Excellent knowledge; spoken and written.  
**English** Excellent knowledge; spoken and written.  
**Italian** Beginner Level.

## ACHIEVEMENTS

- 2025** ▶ **Relational Needs Training** at Ithraa Center, a training that focuses on self-awareness, personal growth, compassion, healthy communication, and living meaningful relationships.
- 2023** ▶ **MEDIATION TRAINING WORKSHOP** completed a training workshop on topics of dialogue, negotiations, mediation, and mediation for peacebuilding, facilitated by the Center for Security Studies, ETH Zurich - Switzerland.
- 2021** ▶ **UNAOC & UNCCT PROJECT** a peer-to-peer capacity-building training between young religious leaders and young media makers. The project focuses on using religion and interfaith dialogue on social media to defuse sectarian tensions, to counter extremist and hateful narratives and to promote social cohesion.
- 2019** ▶ **Became a KAICIID Fellow** a programm that brings together leaders from various religions from around the world for training in dialogue facilitation, intercultural communication and promoting social cohesion.
- Mar. 2018** ▶ **Relational Needs Introduction** at Notre Dame University Louaize, with Dr. Jerome Daher, a training on understanding individual relational needs and how to deal with them.
- Sept. 2015** ▶ **Conflict Resolution Training** "Formation à la méthode CRITERE" by CommunicActions - Belgique, a training on managing daily conflict situations, a set of tools that help progressively lead a more harmonious work and personal relationships.
- Aug. 2012** ▶ **U.S IVLP exchange visitor program** The U.S. Department of State's premier professional exchange program. Through short-term visits to the USA, current and emerging foreign leaders create a professional network with people they meet.
- 2012** ▶ **SHE entrepreneurs program** focuses on young women social entrepreneurs in the Middle East, North Africa and Sweden. The program runs for one year and provides participants with tools to develop a social project for sustainable change.
- Sept. 2011** ▶ **Renew Your Mind: NLP training** Organized by Ego Invenio a London based NLP training team, and Kalimat Hayat in Lebanon, "Renew your Mind" was a two day training seminar on using NLP, with lights on the subject from teachings of the Bible.
- July 2010** ▶ **KAAYIA Retreat Training** King Abdullah Award for Youth Innovation and Achievement, in collaboration with Youth Action Net. It aims to the development of social entrepreneurs through leadership, volunteer management, and project management skills
- 2009 2010** ▶ **Web Awards** Two awards won; for [www.donnensangcompter.org](http://www.donnensangcompter.org) - the Lebanese Web Award for best strategic website for an NGO and for [www.craft-lebanon.com](http://www.craft-lebanon.com) - the Silver Pan Arab web award for best website for an NGO.
- Feb. 2008** ▶ **"Nihonten: Japan as seen by the Lebanese"** Selected for best poster design at the "Japan, as seen by the Lebanese" exhibition, under the patronage of the Embassy of Japan in Lebanon and organized by ALBA.
- Oct. 2006** ▶ **Asian Mission Congress – Thailand** Selected to participate at the 1st Asian Mission Congress in Thailand, as representing of the Lebanese Lay Missionaries. The congress hosted more than 1000 missionaries from around Asia.
- June 2006** ▶ **"Baalbeck, 50 ans de Lumiere"** Participated in the conceptualization, preparation and performance of the "Baalbeck, 50 ans de lumiere" performance that took place at the Bacchus temple in Baalbeck.