

# PERLA DAOU

## CONTACT

Beirut, Lebanon based  
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## EDUCATION

- American University of Beirut** 2015 - Jun 2019  
- **Beirut, Lebanon**  
Bachelor's Degree in Media and Communication  
which focuses on public relations, communication, marketing,  
advertising, and journalism.
- International School of Choueifat, SABIS** 2001 - Jun 2015  
- **Riyadh, Saudi Arabia**  
High School Diploma

## LANGUAGES

Fluent in Arabic and English

## COMPUTER SKILLS

MS Office  
Social Media & Networking  
HTML Programming  
Python Programming

## EXPERIENCE

- Internship at J. Walter Thompson, JWT** Jun - Jul 2018  
- **Riyadh, Saudi Arabia**  
• Took lead in developing creative briefs, competitive reports and several briefing sessions to the agency's creative team.  
• Managed communications between major clients and the agency, also assisted the team in several pitches.  
Clients included: STC Corporate, Flynas, Ma'aden
- Internship at Rowat Public Relations Agency, RPR** Jul - Aug 2017  
- **Beirut, Lebanon**  
• Oversaw public relations activities and communications.  
• Assisted in planning and executing public relations campaigns that integrated with clients' marketing strategies.  
• Handled all coverage reports while monitoring every media outlet in Lebanon.  
Clients included: L'Oreal, Pepsi Co in collaboration with Ajailokom NGO, McDonalds, Urban Decay, Kiehl's, Dyson, Smirnoff, and OLX.

## EXTRACURRICULAR ACTIVITIES

### Achievements:

- Selected to join and attended a leadership program in Germany by Sabis organization.
- Won 1st place in Sabis Stars international advertising competition.
- Featured on JWT's worldwide Instagram page as the Internship Representative of the Year.

### Organizations:

- Member of the AUB outdoors public relations and marketing team.
- Member of the Beirut MUN public relations and sponsorship organizing committee.
- Participated in the Work & Study Program at AUB.

### Volunteer Work:

- Children's Cancer Center in Lebanon (CCCL)