

YARA HAGE

Address: Hage Bldg, Jdeideh, Lebanon

Email: hage_yara@hotmail.com

Mobile: +961-3 997616

EDUCATION

LEBANESE AMERICAN UNIVERSITY (LAU) - Beirut, Lebanon

Bachelor of Science in Business Studies - Marketing

GPA: 3.51/4.0

Certificates: 1 Distinction letter and 3 Honor letters

Sept 2015 –

May 2019

Special Projects:

- Developed a marketing plan for Smart Forfour and Beirut Beer
- Developed an awareness campaign on Ritter Sport chocolate
- Developed a business plan on a product line for the hairdresser Tony El Mendelek
- Developed a marketing strategy on how to improve the market share on Lion Cereal
- Volunteered at the “G” NGO for 12 hours

COLLEGE DE LA SAINTE FAMILLE FANAR

Lebanese and French Bacalaureate, Life Science

Sept 2000 –

June 2015

EXPERIENCE

MINISTRY OF FOOD

June - July 2018

Intern

- Assisted in marketing plans and activities for Classic Burger Joint and Tomatomatic
- Managed social media channels and editorial calendars to ensure content is relevant and engaging
- Supported the Customer Service team in handling orders and operational excellence

LEO BURNETT

Aug 2017

Intern

- Participated in Leo Academy on Roadster Diner
- Developed competitive analysis for P&G: Ariel
- Attended 3 trainings: Human Kind, Social Media and PR

PHD MEDIA

June - July 2017

Intern

- Integrated media planning on multinational and local client: Ferrero Rocher, Arla and Americana
- Handled competitive reviews reports covering offline and online media
- Mastered the media tools and Ipsos software: Ariana, Xplan, Statex and Statex Online
- Attended a 3-day digital workshop covering programmatic, social and video
- Attended several media inductions covering both social and traditional media

ADDITIONAL INFORMATION

Languages: Arabic (Fluent), French (Fluent), English (Fluent)

IT Skills: Ariana, Xplan, Statex, SPSS, Microsoft (Word, PowerPoint, Excel)