

Yasmina Kawas

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EDUCATION

American University of Beirut Beirut, Lebanon

Bachelor of Media and communications

Aug 2016 – May 2019

Lycee Franco-Libanais Verdun French Baccalaureate Emphasis in Mathematics

Beirut, Lebanon
Jul 2016

PROFESSIONAL EXPERIENCE

Adrenalin agency

Intern

Beirut, Lebanon
Dec 2017- Jan 2018

- Worked closely with the communication and strategy team
- Acquired a deep understanding of the creative brief that acts as the blue prints of any communication strategy and delivery outcome

Starcom Mediavest Group

Intern

Dubai, UAE
Jun 2018- Aug 2018

- Worked closely with the media planning teams of OSN and Fiat Chrysler Automobiles (FCA) Group
- Acquired a deep understanding of the digital media world
- Helped tracking the campaign performance
- Helped planning marketing campaign

Managing Digital Marketing Workshop

Chartered Institute of Marketing

London, England
13 June 2019

- Understood the pros and cons of the range of digital tools
- Map the appropriate digital tools to digital marketing/sales funnel
- Define and set objectives for a digital marketing strategy
- Reviewed the role of brand, content, social media and search in digital marketing
- Learned to identify KPIs and deploy campaign tools to improve digital marketing

LANGUAGES

- **Arabic** (Native), **English** (Fluent) and **French** (Fluent)
- **Turkish** (Basics)

ADDITIONAL INFORMATION

- **Memberships:** Beirut Al Oula scoots, AUB Outdoors
- **Interests:** volunteering, reading and travelling
- **Sports:** swimming, ballet dancing, dance de salon
- **Skills:** Microsoft Office, PowerPoint, Excel, HTML basics, Python