

# JANA HSAIKY

Aley, Mount Lebanon · 79 133 211

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Seeking a job or internship opportunity that would challenge me to enhance my technical and personal abilities in the field of Marketing.

## EXPERIENCE

### AUGUST 2019 – UP TO NOW

#### **Communication Intern**, KIP Index, AUB, Beirut, Lebanon

Coordinating with a team of 4 people to manage the communication plan of the KIP index project through preparing panel discussions, social media content and vox pops. “The KIP Index: A Comparison of the Status of Women in the MENA Economies” is funded by MEPI grant and established at Suliman S. Olayan School of Business (OSB).

### MAY 2019

#### **Social Media Marketing Internship**, MINK, Beirut, Lebanon

Reported on the social media status for different clients and their competitors (mainly Chateaux KSARA and Smoking Bun) and recommended some strategies to enhance the status quo.

### JUNE - JULY 2018

#### **Sales Internship**, ZOMATO, Beirut, Lebanon

Organized meeting with clients to sell them an online consultancy service on Zomato platform. Worked as page admin for 15 clients: adding photos and events, replying to reviews...etc.

### 2014 – PRESENT

#### **Sales Person**, Samuraa Stores, Baissour, Mount Lebanon

Worked as a sales person and assisted in managing the store since I was at high school. “Samuraa” is our family business a two-branch retail store selling outfits and linens; The business has been running since 1990.

## EDUCATION

### SEPTEMBER 2016 - MAY 2019

#### **B. S. Degree in Marketing and a Minor in Advertising and PR**

LEBANESE AMERICAN UNIVERSITY, Beirut, Lebanon

Distinction Level Graduate, GPA: 3.63/4

## SKILLS

- Social Media Advertising (Facebook, Instagram)
- Cold Calling
- PR skills (Arranging media coverage and sponsorship)
- Adobe (Photoshop, Illustrator, InDesign)
- Microsoft office (Word, Power Point, Excel)
- Flexibility and Adaptability
- Commitment and Responsibility
- Time Management
- Team work
- Leadership

## ACHEIVMENTS AND AWARDS

### SEPTEMBER 2016 - MAY 2019

Granted a full USAID Scholarship at the Lebanese American University

### MARCH 2019

Chosen to be among the 13 teams (out of 60) to compete in the national finals of the international innovative competition: L'Oreal Brandstorm

## EXTRACURRICULAR ACTIVITY

**President** | Page Turner Book Club, LAU

**Member** | Global Forum for Religion and Humanities, Hazmieh, Lebanon

**Member** | Cycling Club, LAU

**Competitor** | LAU case competition, LAU

**Volunteer and Project organizer** | "Social Media Awareness", Mount Lebanon

USAID funded project targeted for grade 8-9 students.

**PR manager** | Theater Performance, Sidon, Lebanon

**Cultural Representative** | Drums: Our Capital Tradition Exchange Program, Amarante, Portugal

**Volunteer Actor** | Community Service: Theater Performance – USAID fund, Sidon, Lebanon

**Delegate and Advisor** | GC LAU MUN

## SPECIAL PROJECTS

**"Designer 24" Strategic Marketing project** | Fashion Marketing, LAU

**"Petriotics" Advertising Campaign** | Principles of Advertising, LAU

**"AneBaalbeck" PR Campaign** | Principles of Public Relations, LAU

**Nestlé Lion Cereal: Brand Awareness Campaign: Competition** | Consumer Behavior, LAU

**Achieving Creative Entrepreneurship Program: Competition** | SPEED, Beirut, Lebanon

Led the team, created and developed an entrepreneurial idea for a lean start up

## LANGUAGES

- Arabic (Native)
- English (Fluent)