# AYA GHANEM

10/16/1998 | Lebanese | main street, Warhanieh, Lebanon | +961 71846004 | ayaghanem1610@gmail.com | PR and Advertising



#### **OBJECTIVE**

To build a career in a growing organization where I can get the opportunity to prove my abilities, accept challenges, fulfill the organizational goal and climb the career ladder through continuous learning and commitment.

#### **SUMMARY**

Driven Public Relations Intern focused on contributing to company success while learning from established professionals, seeks to take on a challenging position with long term career potential, proficient time and highly effective developing and deepening diverse media relations to secure coverage for company and clients with exceptional verbal and written communication skills, persuasion and a dynamic personality.



**Bachelor's degree in Life** 09/2015 – 06/2016 **Science** 

Jdeideh Official High School, Jdeideh, Lebanon

## **BS in Public Relations and Advertising** Lebanese University, Unesco, Lebanon

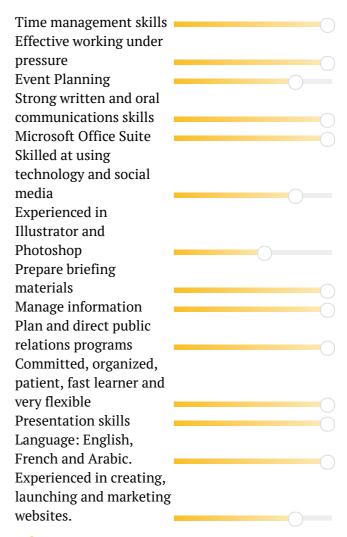


### **Traditional Marketing**



Web Design
Email Marketing
Video
Graphic Design







- Created, launched and marketed a website.
- Volunteered at The Arab League Summit 2019 held in Beirut, Lebanon as a trainee in protocol (delegation section) in assisting and guiding delegations.
- Trained to become an official trainer at the Youth and Health program in the Lebanese Red Cross – Youth department.
- Interviews with Editor-in-chief of the Daily



Star newspaper, Mr. Nadim Ladki and the Managing editor of Al-Akhbar newspaper, Mr. Wafeek Kanso.



PR assistant 10/2018 - 01/2019MUBS, Damour - Semganieh, Lebanon

Worked with colleagues to address media coverage and promotional opportunities, create publicity campaigns and identify improvements communications.

Assisted in designing and organizing various events especially in the Lebanese Red Cross Youth Department.

10/2017 - present



Member in the PR committee of the center, PR specialist in minor committees of various activities and events and official trainer in the youth and health program.

Lebanese Red Cross - Youth Department, Semganieh, Lebanon

Conducting various types of events within the center and outside (blood drive - hiking - football tournament - outdoor cinema and others related to the three main programs of the youth department).

\*In addition to a certificate earned in first aid training.

Member and secretary 06/2011 - 10/2014Scouts, Warhanieh, Lebanon



