

# AYA GHANEM

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

## PROFILE

### 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.

## EDUCATION

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

Jdeideh Official High School, Jdeideh, Lebanon

**BS in Public Relations and Advertising**

Lebanese University, Unesco, Lebanon

## SKILLS

### Traditional Marketing



### Digital Marketing



## SKILLS



## ACHIEVEMENTS

- 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

## ACHIEVEMENTS

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

## EXPERIENCE

**PR assistant** 10/2018 – 01/2019  
MUBS, Damour - Semqanieh, Lebanon

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

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

## VOLUNTEERING

**Member in the PR committee of the center,** 10/2017 – present  
**PR specialist in minor committees of various activities and events and official trainer in the youth and health program.**  
Lebanese Red Cross - Youth Department, Semqanieh, 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 – 10/2014  
Scouts, Warhanieh, Lebanon

## STRENGTHS

Working under pressure

Ability to prioritize

Accuracy

Adaptable

Communicative

Curiosity

Detailing

Energetic

Diligent

Planning

Precise

Responsibility

Self Motivated

Social skills

Strategic thinking

Thinking creatively

Tact and diplomacy

Training

Building teams

Computer Skills

Effectively managing multiple projects

Leadership

Listening

Management

## HOBBIES



Getting lost in a good book



Camping



Basketball



Drawing



Movies

## SOCIAL MEDIA



Aya Ghanem



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1610



ayaa\_ghanem



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