
TARA ABBAS



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SUMMARY

Hard working and determined, I achieved Upper Second Class Honours in Business & French whilst working part-time alongside my studies. Friendly, self-motivated and with excellent communication skills, I am keen to work in an environment that pushes me professionally and personally, and for a company whose values and culture I believe in.

SKILLS

Proficient in Microsoft Office (PowerPoint, Excel), iMovie, all Social Media.

Fluent in speaking and writing in English.

Intermediate level in speaking and writing in French.

EXPERIENCE

PUBLICIS GROUP BEIRUT (MSL)

(MAY 2018 – PRESENT)

Communication Intern

Key Clients: Procter & Gamble, Diageo, UNICEF, Phillip Morris International.

- Professional experience working with clients from different fields and industries, whilst coordinating with the agency's different departments.
- Reviewed PR pitches and presentations and assisted with strategic planning across all platforms. Included influencer mapping, content strategies and crisis management.
- Responsible for creating media coverage and results reports.
- Copywrote letters to KOL's and digital content creators and tasked with writing press releases for clients.
- Planned events for product launches or clients' services and contacted media and people of influence.

CIRCLE PAY

(JAN 2018 – MAY 2018)

Brand Ambassador

- Worked as a brand ambassador for the mobile application circle pay. Activated and engaged potential users to download and use the payment application whilst at university.
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EDUCATION

UNIVERISTY OF MANCHESTER

(SEPT 2014 - JUNE 2018)

BA Modern Language and Business & Management (French)

Upper Second Class Honours.

Wide variety of courses taken including:

Marketing – Enterprise, Strategy and Marketing.

Economics – Business Economics, Micro & Macro, Fundamentals of Finance.

Global focused – International and Comparative Business, Chinese Business.

UNIVERSITÉ DES ANTILLES

(SEPT 2016 - MAY 2017)

Completed a period of study abroad as part of my year abroad.

Modules studied: French language, translation, media.

TONBRIDGE GRAMMAR SCHOOL

(SEPT 2007 - MAY 2014)

International Baccalaureate

French, English and History at higher level and Biology, Math and Economics at standard level. Plus 150 Voluntary hours.

10 GCSEs - A*-C including English Lit (A), English Language (A) and Mathematics (A).

OTHER EXPERIENCE

Saifi Institute for Arabic Language (OCT 2018-JAN 2019)

Intensive Beginner & Elementary Arabic course – 120 hours.

Manchester Leadership Award (2016)

50 hours of volunteering in a 3-month period. This consisted of community outreach: organising events and volunteering with Food Cycle Organisation.

Manchester Management Society (2018)

Worked as social secretary to help organise and promote events for the society.