

Yasmina Abby Aswad

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Work History

Commercial and Marketing Associate

Oct 2018 - Present

[MINDFREE Consulting](#)

Develop a commercial marketing territory and a new base of commercial clients while growing and maintaining existing portfolio.

Manage the whole Marketing, Social Media and Brand Strategy of the consultancy.

Recruitment Administrator Trainee

Jun 2017 - Oct 2017

[Azadea Group](#)

Responsible for locating, recruiting and interviewing potential job candidates. Managing payroll tasks i.e updating databases, distributing salaries and work slips.

Freelance Writer

Jan 2016 - May 2018

[Radio One Lebanon](#)

Under Secretary General for General Assemblies

Oct 2016 - May 2017

[Global Classrooms International United Nations NY](#)

The USG of General Assemblies oversees the largest committees in the conferences of about 3,500 students. The USG plans and conducts general staff trainings as well as position specific trainings.

Database Analyst and Development Internship

April 2016 - Sep 2016

[IFP Group \(International Fairs and Promotions\)](#)

Organized, sorted, developed and validated the existing CRM after Project Lebanon. Developed and sorted a new database for future exhibitions by contacting potential vendors, exhibitors and event attendees.

Assistant Under Secretary General for Training and Educational Development

Aug 2015 - Aug 2016

[Global Classrooms Lebanese American University Model United Nations](#)

Overseeing the training team of over 100 trainers. Formulating the training material, writing background guides and organizing training sessions

Education

Bachelor of Science In Business with a Double Emphasis in Marketing and Management. Minor in Political Science and International Affairs

[Lebanese American University - Byblos Campus](#)

Skills

WordPress , Google Analytics, Website Design



Database Development and CRM Analysis



Public Speaking & Body Language Trainer



HRMS & TRIS Systems



Presentation Assimilation and Delivery



Interpersonal Communication



Microsoft Office



Google Documents



Lebanese Baccalureate - Sociology and Economics Section 1999 - 2014

Brummana High School