

GHYA HALLAB

Beirut, Lebanon

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EDUCATION

American University of Beirut, Lebanon

August 2016-May 2019

Bachelor of Business Administration – Marketing concentration

GPA 3.38/4

International School of Choueifat, Koura, Lebanon

2001- 2016

Lebanese Baccalaureate in Life Sciences

PROFESSIONAL EXPERIENCE

Global Compact Network Lebanon- Social Media Intern

- Managing and creating content for Instagram, Twitter and Facebook
- Promoted the Annual Forum: Making Global Goals Local Business on all media platforms in order to reach people and increase awareness and interest and to make sure people register for the Annual event of GCNL.

KPMG - Advisory Intern

Summer 2018

- Checked that all the documents of Julius Baer were compliant with the requirements of the CMA after the central bank issued a new circular that all investment banks are not under the central bank anymore
- Constructed financial models
- Conducted a deep research for a KSA amusement park construction case study to give the decision whether it'll be a successful project or not

Visitors Bureau Office-AUB- Tour Guide & Media Manager

September 2018-present

- Developed and executed digital media strategies for the AUB Visitors Bureau's social media platforms
- Gave tours around campus to international groups about AUB and its history

EXTRACURRICULAR ACTIVITIES

L'Oreal Hackathon

November 2018

- Reached the finale in the L'Oreal Hackathon where my team and I worked on developing offline and online marketing campaigns to engage consumers and increase sales for the Kiehls brand

AUB Outdoors

February 2018 & February 2019

- Joined the concert team to help manage and bring several bands from around Lebanon and 1 international band/singer to perform in the AUB Outdoors

BEYMUN marketing team

October 2018 - Present

- Established offline marketing ideas to promote BEYMUN
- Developed and managed a marketing strategy for the BEYMUN twitter account

Outlook marketing team

October 2018 - Present

- Managed the online and offline media and increased the number of instagram followers by 200 during the semester
- Brainstormed and pitched ideas to promote outlook

Orientation Guide- AUB

August 2018

- Helped freshmen and sophomores with the registration process
- Promoted the different clubs and societies to international and local students

Trois Collines

April 2019

- Worked with a team as consultants to solve a case for Trois Collines where we did a full market research for the wine industry to develop our big idea for the brand launch
- Developed several marketing promotions, two campaigns and a marketing strategy to allow the company to increase consumer reach over the summer

CERTIFICATIONS

FullBridge U at AUB

- Developed workplace related soft and technical skills such as teamwork, project planning, Communication, and Design Thinking

Thomson Reuters Eikon

- Used Eikon to discover all the data, analytics and news around the world; Connected with several financial professionals

SUMMARY SKILLS

Computer Skills: Proficient in MS Office, Social media networks (Twitter, Facebook, Instagram, VSCO, and Pinterest), Eikon Thomson Reuters, and Apple programs (iMovie)

Languages: English and Arabic (Proficient in reading, writing, and speaking)

Soft Skills: Attentive, Flexible, Responsible, Punctual, Communication, Planning skills, and Commitment

Hobbies: Dancing at the AUB's Latin club for 3 years, Swimming (won 3 competitions in 2012, 2013, and 2016), Skiing, Singing, and Photography