

Adnan Kayyali

Media and Communications Graduate

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Relevant Work Experience

SOCIAL MEDIA AND DIGITAL MARKETING

- Find a Nurse | Oct 2017- Jan 2018
- Curly Brackets | Dec 2018 - Feb 2019
- Bobolink Creative Agency | April - May 2019
- Saradar Bank (Digital Factory) | Aug - Oct 2019

Role and Responsibility:

- Content creation: Videos, photos, articles.
- Goal setting, planning, and strategy, determining target audience, post frequency, visual style, and copy language.
- Research for accurate and up to date informative posts.
- Competitive analysis as part of media strategy.
- Making reports and proposals and presentations.

ARTICLE WRITING

- Outlook: AUB Student Newspaper | 2015-2017
- Noella Aoun Design Studio | Aug 2018 - March 2019
- Beirut Today Independent Newspaper | April 2019

Role and Responsibilities:

- Research and Writing of diverse topics, and writing them with reader-friendly language.
- Field work: Conducting interviews, and covering events.
- Editing work of junior writers.

OTHER

- Future TV Lebanon | June 2018 - Sep 2018

Role and Responsibilities:

- Creating and repairing stop motion puppets and sculptures during shoots
- Editing and cleaning photos using Adobe Photoshop
- Audio syncing and video editing using Adobe Premiere

Educational Background

American University of Beirut 2015-2019
Bachelor in Media and Communication

Notable Courses:

- Digital Media Literacy
- Digital & Multimedia News
- Writing for Advertising
- Writing for Journalism
- Intro to Advertising

Ras Beirut International School class of 2014

American System

- Awarded best essay writer of my grade for two consecutive years. 2013 and 2014.

Additional Info

SKILLS

- Fluent English speaking and writing
- Fast grasp of digital programs
- Proactive learner
- Computer Literacy: Photoshop- Premiere- Blender (Beginner)- Canva
- Film and Photography
- Sculpting
- 3D modelling (Beginner/Experimental)

HOBBIES

- Reading (Fiction - History - Philosophy)
- Sculpting
- Photography
- Kick Boxing
- Dungeons and Dragons (Interactive Storytelling)
- Writing (Fiction - Blogging - Journaling)