

YARA HENNAOUI

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EDUCATION

09/16 to 09/17	The University of Warwick, Warwick Business School Master of Science (MSc) Business Marketing: 4.00/4.00 (1:1 Honours Equivalent) Attained top 10% of graduating cohort Achieved highest possible grade on Master's Thesis (Monetizing Instagram Accounts in the Fashion and Beauty Sector) ♦ Strategy and Analysis in Practice GPA: 4.00/4.00 ♦ Big Data Analytics GPA: 4.00/4.00 ♦ Quantitative Methods for Business GPA: 4.00/4.00 ♦ Global Branding GPA: 4.00/4.00	Coventry, United Kingdom
09/13 to 05/16	The American University of Beirut (AUB) Bachelor of Business Administration Double Concentration: Marketing and Business Information & Decision Systems (BIDS) Placed on the Dean's Honour List ♦ Final two years GPA: 3.59/4.00 ♦ Project Management GPA: 4.00/4.00 ♦ Marketing Communications GPA: 3.70/4.00	Beirut, Lebanon

EXPERIENCE

05/18 to Present	Ayda Global Marketing Agency Marketing and Sales Coordinator ♦ Plan, organize, and coordinate the overall public relations activities, evaluating corporate image and desired impact ♦ Write, edit and disseminate professional messaging including press releases, online content, social media, internal and external communication materials ♦ Designated as company representative at MWC 2019 in Barcelona, Spain ♦ Develop and execute social media strategies that deliver results against key marketing initiatives ♦ Collaborate with company directors to develop and execute offline and online marketing plans ♦ Manage the 3 largest accounts for Online Reputation Management (ORM) for individuals ♦ Created a brand identity and aided in designing the booth of a startup at the Mobile World Congress (MWC) 2019 ♦ Built strong customer relationships by understanding the clients and their needs, which led to 3 major contracts ♦ Developed on-site body content, meta descriptions, page titles in support of SEO strategies ♦ Acted as lead copywriter for Ayda Global crafting all copy for social media, landing pages and site assets ♦ Clients include United Nations, Telecel Group, Telecel Gibraltar, Africa Startup Initiative Program	Beirut, Lebanon
10/17 to 04/18	Webedia Group Marketing Intern ♦ Contributed in new leads proposals, digital strategies, and social media audits ♦ Travelled to United Arab Emirates multiple times to assist with luxury brands projects ♦ Recommended new topics to the editor-in-chief for Yasmina Publication based on target audience demographics ♦ Visited retail stores to hand select merchandise for photoshoots by reviewing vendor offerings, runway trends, models' body shapes and skin tones, budgets, campaign goals ♦ Created look books for influencers' campaign photoshoots and assisted in dressing and styling the influencers ♦ Wrote editorial content for Fashion Publication (Yasmina) campaigns on Diwanee Digital Portfolio ♦ Clients include Nestle, Power Horse, Dior, Bash, Benefit Cosmetics, Sandro, Caudalie, Gucci, Bulgari	Dubai, UAE /Beirut, Lebanon
06/15 to 08/15	Executive Magazine Marketing Intern	Beirut, Lebanon

CERTIFICATIONS

10/17 to 11/17	University of the Arts London, London College of Fashion Personal Fashion Styling	London, United Kingdom
09/17 to 10/17	University of the Arts London, London College of Fashion Fashion Buying and Merchandising of Luxury Brands	London, United Kingdom

VOLUNTEERING

Spring 2014/2016	AUB Graduation Ceremony Organizer (AUB graduate and undergraduate commencement)	Beirut, Lebanon
Spring 2014/2016	AUB Outdoors Organizer (Safety Team member)	Beirut, Lebanon

SKILLS

- ♦ **Skills:** Extensive use of MS Word, Excel, PowerPoint, Access and social media platforms; Basic knowledge of SPSS, R Studio and Microsoft Project
- ♦ **Languages:** Fluent in English and Arabic