

MICHEL RAFFOUL



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PROFILE

I am a fresh graduate of the American University of Beirut, having recently completed a double major in Psychology and Political Studies. I possess both Australian and Lebanese citizenry. I am a hard worker with a determined mindset. I approach projects with ambition and practicality, and I strive for quality in my work. In short, I am dependable, enthusiastic, and flexible under pressure.

EDUCATION

AMERICAN UNIVERSITY OF BEIRUT (AUB)

BA in Psychology, BA in Political Studies
Beirut, Lebanon | Fall 2015 – Fall 2019

- Current cumulative GPA of 3.3
- Founding cabinet member of the AUB Writing Club
- Member of the Psychology Student Society, PSPA Student Society, and the Music Club

BRUMMANA HIGH SCHOOL

GCE (General Certificate of Education)
Brummana, Lebanon | Graduated in 2015

- Model United Nations delegate and student advisor, claiming the Diplomacy and Position Paper honours
- Student writing award and poetry competition winner
- Member of the football and basketball team

SKILLS AND CREDENTIALS

- Fluent in English and conversational Arabic
- Proficient in Microsoft Office (Word, PowerPoint, and Excel)
- Basic Photoshop and photo-editing skills
- Experienced copywriter and proof-editor
- Effective in managing and coordinating tasks among groups
- Comfortable operating within a delicate PR landscape
- Familiar with allocating and arranging budgets for projects
- Tutored and advised several students in multiple University-level courses
- Taught music for several years at both beginner and intermediate levels.

HOBBIES AND INTERESTS

- Multi-instrumentalist and music producer.
- Poet and live performer.
- Amateur powerlifter and fitness coach.
- Experienced trail hiker and swimmer.

EXPERIENCE

DIGILANCE ME

Junior Marketer (Copywriter) | Beirut, Lebanon | April 2019 – Nov. 2019

Assumed a Junior Marketer role, which expanded my skillset and challenged my capabilities.

Key Contributions:

- Caption copywriting across Instagram & Facebook
- Website copywriting and application of SEO keyword research
- Brochure copywriting & content generation
- Created the theme for a three-month campaign for a local F&B
- Worked alongside a local high-profile celebrity in a PR capacity

ADALAH YEMEN (عدالة)

Communications Analyst | Beirut, Lebanon | August 2017 – August 2018

Joined as a permanent member of the communications team after a successful internship. Responsible for several crucial assignments while operating closely alongside the Director of Communications.

Key Contributions:

- Research and content curation to present to the public
- Heavy examination and analysis of the Yemen crisis
- Reviewing and editing research papers published by the NGO
- Worked within an international team that operated at different time-zones
- Created and edited copy that went to floor at the UN and British parliament
- Assisted in the production of speeches that were read in front of conferences and UK parliament

KAYANY FOUNDATION

Student Volunteer | Bekaa Valley, Lebanon | September 2017 – Dec. 2017

Participated in the AUB-Kayany CONNECT Project, where I was responsible for organizing activities and managing projects for Syrian refugee children.

Key Contributions:

- Provided psychosocial and recreational assistance for several children
- Coordinated tasks and assumed leadership role
- Planned and arranged weekly activities
- Allocated limited budget for materials

ADALAH YEMEN (عدالة)

Communications Intern | Beirut, Lebanon | May 2017 – August 2017

A demanding introduction to the political communications world, responsibilities entailed copywriting, political analysis, research, interview work, and academic writing.

Key Contributions:

- Member of founding team that created Adalah's branding
- Contributed copy that landed on the Adalah website
- Carried out last minute research prior to members being interviewed