

Yara EL Abiad

I am a Business and Management recent graduate, passionate about social media and smart sales techniques. I enjoy working on projects and track their evolution. Seeing a project succeed gets me so excited!

My positivity is contagious and you will never see me without a smile. Currently seeking a position in Marketing where i can learn the best techniques and grow to my highest self.



✉ yaraabiad@hotmail.com

☎ +961 76 935693

🏠 Beirut - Hazmieh

🌐 www.linkedin.com/in/yaraabiad

EDUCATION

- | | |
|-----------|---|
| 2016–2019 | BS in Business and Management
Saint Joseph University Of Beirut - USJ |
| 2002–2016 | Lebanese Baccalaureate in Economy
College Elysee |

SKILLS

Beginner

Photoshop
InDesign
Premiere Pro

Advanced

Microsoft Excel
Microsoft Word
Microsoft Power Point
Canva

Soft Skills

Communication
Creativity
Problem Solving
Detail-Oriented
Willingness to learn
Time Management
Team Work

CERTIFICATIONS

- Zumba Instructor
- Personal Trainer (Certification Level Four) - Inspire Fitness Academy
- Google Ads (Search, Display, Video, Apps, Shopping) – Google Digital Academy
- Social Media Marketing – Hubspot Academy
- Content Marketing – Hubspot Academy
- Email Marketing – Hubspot Academy
- Inbound Marketing – Hubspot Academy

ADDITIONAL ACTIVITIES

- Volunteer at Order Of Malta Lebanon
- Volunteer at Food Blessed
- USJ Cheerleading Team

LANGUAGES

- English (Proficient)
- Arabic (Native)
- French (Native)

WORK EXPERIENCE

SELF IMPROVING (February 2020 until Present)

Digital Marketing Officer/ iMultichannel (October 2020 to January 2021)

- Develop and implement marketing strategies across different Marketing channels, including Social Media, SEM, SEO, Content and Email Marketing
- Track and improve KPIs.

Accounting and Finance Intern / ALEF Act For Human Rights (December 2019)

- Managing and organising invoices, reports and documents.
- Accurately entering and updating data into a software program, witnessed the preparation of annual and monthly budgets, the completion of the year-end analysis and coordination with internal, external auditors and banks.
- Was congratulated for my attention to details.

Sales Promoter / Les Presentables Agency (May-October 2019)

- Demonstrating products, engaging with customers, assisting them in finding the suitable product among the selection.

Banking Intern / Byblos Bank (July 2018)

- Handling basic customer financial transactions.
- Recommending and selling banking services and products to clients and tracking their satisfaction rate through surveys.

Real Estate Sales and Marketing Intern / Platinum Real Estate (June 2018)

- Promoting sales of properties through ads, emails, SMS and measuring their performance.
- Scheduling appointments and presentations with prospective clients, accompanied them during visits of property and helped them with their choices based on their needs and budget.