

Aya Hamze Sinno

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PROFESSIONAL SUMMARY

Creative and motivated individual able to apply collaboration and experimentation skills in various environments. Seeking a marketing internship.

EDUCATION

American University of Beirut (AUB), Beirut, Lebanon 2018 - 2021
Bachelor degree in Business Administration - emphasis in **marketing** - minor in **media and communications**

Lycée Franco Libanais Verdun, Beirut, Lebanon 2003 - 2018
French Baccalaureate

- Member of the arts club and the seniors committee (organization of events and fundraisers).

EXPERIENCE

Ranada (online clothing store), Beirut, Lebanon 2019 - Present
Social Media Manager (Ranada.lb)

- Created content in terms of posts, pictures and stories in addition to arranging sponsored and promotional ads.
- Followed up on customer orders and their delivery and made sure that the customers experience was flawless and smooth.
- Led market research in order to identify the appropriate platforms on which to advertise. Made an online survey for the sake of classifying the age bracket of the account's audience. The type of stories and posts selected were engineered in a way to suit and appeal to the specific addressees.
- Helped increase number of followers and customer orders as well as company revenue.

By Rania, Verdun, Lebanon 2019 May 2019 – September 2019
Sales Representative

By Rania is a clothing store that sells unique handmade pieces

- Managed sales and inventory
- Helped customers in selecting what suits and satisfies them in order to ensure a smooth and efficient sales process and followed up with them post purchase to make sure no mishaps take place
- Took initiative to find and suggest new sales leads based on customer behavior and preferences

Ghassan Yammine, Ashrafieh, Lebanon 2017 – 2018
Art Teacher Assistant

- Supported students apply the techniques and methods taught into concrete creations.
- Assisted the teacher in organizing art related projects and trips for the students (art galleries, museum visits...).

EXTRACURRICULAR ACTIVITIES

AUB Outdoors, Beirut, Lebanon January 2019 – May 2019
Volunteer

- Worked in a team in order to strategically create and organize a big part of the event called The Big Race (contestants have to accomplish a trajectory with many challenging tasks in order to win a valuable prize)
- Assisted on and off site duties

AUB Visual Arts Club, Beirut, Lebanon 2018 – Present
Member

- Worked in a team in order to create artistic pieces and schemes

AUB Unicef Club, Beirut, Lebanon 2019 – Present
Member

- Visited schools in the North of Lebanon to assist less fortunate students with schoolwork and projects

SUMMARY SKILLS

Languages: Fluent in English, French and Arabic

Computer skills: Digital media, content management, Microsoft (Excel, PowerPoint and word), Adobe Photoshop and web analytics

Soft skills: Adaptability, collaboration, detail orientation, creativity, persuasiveness, oral and written communication skills.

Interests: Painting/digital art, photography/videography, event planning and travelling/discovering cultures.