

# GHAIDAA HREIBY

## EDUCATION

**BA IN COMMUNICATION I 2016 - 2020**  
LEBANESE AMERICAN UNIVERSITY

## CONTACT

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## SKILLS

- InDesign
- Photoshop
- Adobe Premier Pro
- Power Point
- Word
- Excel
- Research

## AWARDS

- LAU Best Capstone Award  
2020  
<https://bit.ly/Wildlife-Counts>
- LAU Community Service  
Award 2019

## EXPERIENCE

### **COPY WRITER/ CONTENT CREATOR**

C. MONKEY TRIBE | MAY 2020 - PRESENT

- responsible for creating captions for posts and assign suitable hashtags
- writing monthly blogs, product descriptions, about, bio
- handle daily stories on Instagram for clients
- conduct photo shoot sessions
- create social media campaigns
- Creating monthly content for social media calendars
- Working up close with graphic designer on posts
- Conduct research

### **COPY WRITING INTERN**

C. MONKEY TRIBE | JANUARY 2020 - MAY 2020

- responsible for creating captions for posts and assign suitable hashtags
- writing blogs and general content on client's websites
- handle daily stories on Instagram for clients
- conduct photo shooting sessions
- create social media campaigns

### **COMMUNICATIONS INTERN**

AUB KIP INDEX | AUGUST 2019 - DECEMBER 2019

- create a social media campaign
- use social media as a means to brand the project being campaigned
- design posts, create videos and content for the page

### **SOCIAL MEDIA MANAGER**

LAU IMAGINE SUMMER ART CAMP| MAY 2019 - AUG 2019

- Develop a social media strategy to increase the following and engagement on Instagram
- advertise for the camp to increase sign ups
- rebrand the page on Instagram through a new design for images, stories, and captions

**SOCIAL MEDIA INTERN**

MIDDLE EAST SOCIAL MEDIA FESTIVAL | APR 2019

- participated in suggesting a way to introduce their own created 4ts for university students
- participated lightly in the organization for the event, and attending the workshops offered
- handle the social media platforms during the MESMF

**MEMBER OF SOCIAL MEDIA TEAM**

LAU CONNECTIONS MAGAZINE | MARCH 2019 - PRESENT

- create content on Instagram, edit photos, design posts and captions

**MEMBER OF SOCIAL MEDIA TEAM**

LAU FESTIVAL NEXT| FEBRUARY 2019

- cover all 50 events during the festival and posting them on social media

**COMMUNICATIONS OFFICER**

SPHERE BUILDING TOMORROW| MAY 2018 - JUNE 2018

- Create flyers and posters
- edit pictures and videos taken
- manage social media accounts (twitter, Instagram, Facebook, and LinkedIn)