

Jennifer Berrou

Communications Student

I'm drawn to big ideas and complex notions that encourage me think outside the box and use my social skills to produce something that starts a conversation. I spend my time between books and people, constantly processing new concepts. With a passion for presentation and collaboration, I am a driven team member serving to create and inspire others.



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EDUCATION

BA in Communication Arts Lebanese American University

09/2018 - Present

Beirut, Lebanon

Courses

- Public Relations
- Principles of Advertising
- Digital Media Design
- Writing for PR

International Baccalaureate International College

09/2012 - 06/2018

Beirut, Lebanon

WORK EXPERIENCE

Creative Strategist @thesticktrip - Instagram

08/2020 - 01/2021

Beirut, Lebanon

Sticker-based company that sells versatile and trendy designs online at an affordable price.

Achievements/Tasks

- Implemented a content calendar showcasing scheduled posts and stories relevant to upcoming products and catalogs
- Designed frequent polls and interactive surveys on Instagram that targeted audience's interests and behaviors, providing useful information for market research
- Successfully calculated KPI performance to measure brand awareness and customer engagement in our first quarter to serve as a benchmark for better performance

Contact: Maya Kamel - maya.kamel@lau.edu

Sound Designer Lebanese American University

04/2019 - 03/2020

Beirut, Lebanon

Achievements/Tasks

- Recorded audio on short film sets and integrated sound editing with designed soundscapes to create synchronous audiovisual content
- Successfully familiarized myself with audio design software and developed unique soundtracks for film productions
- Regularly interpreted the directors' ideas and implemented them into the films whilst establishing new sound design developments

SKILLS

Writing

Public Speaking

Content Strategy

Teamwork & Collaboration

Sound Design

Social Media

Project Management

Presentation

PERSONAL PROJECTS

Fake News Multimedia Campaign (03/2020 - 06/2020)

- Efficiently curated media posts in a content calendar and oversaw scheduling and posting on Instagram
- Completed active research in local and international news sites to analyze fake messaging and propaganda
- Ensured that all team members submitted their contributions and engaged in social media interaction

Integrated Marketing Campaign for Careem (11/2020 - 12/2020)

- Developed a production brief for a short commercial segment advertising a product promotion
- Successfully implemented graphic design tools to produce print and outdoor advertisement samples
- Strategized a direct marketing scheme that traverses multiple online platforms, reaching larger target segments

LANGUAGES

English

Native or Bilingual Proficiency

Arabic

Professional Working Proficiency

Spanish

Limited Working Proficiency

French

Limited Working Proficiency

INTERESTS

Reading

Creative Writing

Video Games

Kickboxing

Traveling

Theater

Volleyball