

Yara Kassem Sayed

PERSONAL INFORMATION:

D.O.B.: 02/02/1999

Nationality: Lebanese

Mobile: +961-76-994229

E-Mail: sayedyara33@gmail.com

Address: Beirut, Lebanon

PERSONAL SUMMARY:

Self-motivated senior student with the ability to create new ideas to foster the goals of a company. Looking to gain a position to utilize my abilities and skills in ensuring efficiency.

EDUCATION:

10/2020 - 08/2022

Bachelor degree in progress

Lebanese International University

Beirut-Mouseitbeh

- **Radio and Television**

10/2018 - 06/2021

Bachelor degree in progress (senior year)

Lebanese University

Beirut-UNESCO

- **Advertising and Marketing communications**

09/2016 - 06/2017

High school

Lycée Manarat Jabal Amel

South

- **Life Science (Honors Degree)**

WORK EXPERIENCE:

05/2021 – Present

Stro'berry Advertising – Junior social media

Beirut, Lebanon

Achievements / Tasks:

- Social media calendars.
- Social media insights reports.
- Website SEO and design.
- Social media posting.
- Track social media boosting.

02/2021 – 05/2021

Stro'berry Advertising – Internship

Beirut, Lebanon

Achievements / Tasks:

- Work on different projects and create pitches that include (SWOT analysis, social media research, suggest ideas for brands' social media platforms, create and suggest brands' identity and personality, brands' competitors research, market research...)

10/2018 – 02/2021 *Parfois (Retail.inc) – Sales Associate*

ABC Verdun Mall

Beirut

Achievements / Tasks:

- Provide accurate information about promotions, customer programs, and products, helping drive high customer retention.
- Offer each customer top-notch, personal service and polite support to boost sales and customer satisfaction.
- Greet customers, help locate merchandise and suggest suitable options.
- Open and close store independently and prepare nightly bank drop.
- Trained in loss prevention, visual merchandising, and general sales skills.
- Log reports, expenses, receipts, and sales documents into digital database with Portal, Piso, VM Parfois.

SOFTWARE:

- | | |
|--|------------------|
| • Microsoft (Excel, Power point, Word, Note) | <i>Excellent</i> |
| • Adobe Premiere | <i>Excellent</i> |
| • Adobe Illustrator | <i>Excellent</i> |
| • Adobe InDesign | <i>Good</i> |
| • Weebly | <i>Excellent</i> |
| • Word Press | <i>Very good</i> |
| • Google form | <i>Excellent</i> |
| • Microsoft form | <i>Excellent</i> |
| • Visual dolphin | <i>Excellent</i> |
| • Inventory | <i>Excellent</i> |

CERTIFICATIONS:

- Training completion certificate for the **Maharat min Google “Fundamentals of Digital Marketing course”** in partnership with Lebanese International University.
- Certificate of achievement in **“Adobe Premiere Skills-Editing Course”** from Elite Online center.

ADVERTISING AND MARKETING SKILLS:

- Retargeting
- SEO/SEM
- Analytics
- Layout and design
- Positioning
- Prices and promotions
- Copy writing
- Creativity
- Public speaking
- Knowledge about media trends
- Website creation
- Digital marketing
- Advertising and marketing campaigns strategies
- Posters designs
- Social media ads
- Synopsis
- Editing
- Directing and production
- Google Ads
- Facebook Ads
- Google AdWords

GENERAL SKILLS:

- Time management
- Problem-solving skills
- Interpersonal skills
- Multi-tasking strength
- Stress management
- Team work skills

LANGUAGES:

- English Language (written, read, and spoken)
- Arabic Language (written, read, and spoken)

INTERESTS:

- Fashion
- Art
- Music