

Beirut , Lebanon

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Lebanese

LANGUAGES

ARABIC	Native
ENGLISH	Proficient
FRENCH	Proficient

SKILLS

MS EXCEL
MS WORD
MS POWERPOINT
ADOBE PHOTOSHOP
CLICK THROUGH RATE
HOOTSUITE
SEO – SEM
HUBSPOT

INTERESTS

BLOGGING
TRAVEL
SPORTS: SKI, RUNNING,
SWIMMING

VOLUNTEER

AJIALOUNA NGO

Humanitarian Aid Worker
Beirut, Lebanon | June 2009 – September 2019

- o Aimed at improving the living standards of the Lebanese community and the right of people to have equal access to good health, social security, and educational opportunities.

CITY INTERNATIONAL SCHOOL
Environment Beirut, Lebanon | 2011-2012

- o Cleaned and purified the beach across the Lebanese shore, filtered the sand to make it a better sustainable environment.

AYA KNIHO

Social Media Marketing

OBJECTIVE

Social Media Marketing lead in Fashion Luxury Retail and Advertising.

EDUCATION

LEBANESE AMERICAN UNIVERSITY

Bachelor's degree in Business Administration - **Concentration in Marketing**. Beirut, Lebanon | September 2017 – August 2021

Dean's Distinction List BS in Marketing– Spring2021

WORK EXPERIENCE

M C N - F P 7 M c C A N N

Social Media Marketing

UAE, Dubai | February 2022 – June 2022

- o Managed the social media accounts and created content calendars of companies such as OnStar, a safety subscription service for GMC, Cadillac and Chevrolet cars and Subway.
- o Created an editorial thematic content calendar on OnStar that generated a cohesive narrative when crafting the monthly content which included tactical campaigns, partnerships, and seasonal occasions to make OnStar relevant throughout the year.
- o Produced a social media Hub campaign using OnStar that incorporated seasonal occasions relating to back to school and summer campaign.
- o Accomplished The Cheesecake factory campaign for the year of 2022 and tracked the different customers reviews to improve sales.
- o Developed a Quarterly Thematic Content Calendar for Subway to help in building content and captions for both English and Arabic on Instagram, Facebook, LinkedIn, Twitter .
- o Scheduled social media post and promptly responded to customer messages for Dubai Duty Free and Subway.
- o Identified new, potential influencers using social media listening and management such as Hoot suite and HubSpot.
- o Created Social media campaign for Subway for the monthly of Ramadan for the year of 2022.

MAJID AL FUTTAIM - Fashion

Marketing Assistant

UAE, Dubai | October 2021 – February 2022

- o Worked on the content curation of the website for THAT Concept Store and for THAT application and managed Clappapp and Influencer Website for THAT concept store.
- o Produced on Microsoft excel sheet a party dressing sheet to showcase our products for the shoot of Paco Rabanne.
- o Researched the latest social media trends to ensure the brands stay up to date on the platforms to capitalize on reach and exposure for Luxury Fashion, Beauty and Footwear brands.
- o Created backstories for products from jewelry collections and mood-boards for women and men's wear and lifestyle for various brands within THAT Concept Store in order to support sales.
- o Responsible for creating a design brief for specific campaigns to advertise various product categories across THAT Concept Store ranging from clothing to beauty to homeware.
- o Managed shoots for THAT concept store ranging from clothing to beauty to homeware products.
- o Created written communications including letters, newsletters, social media, web content, invitations, and reports.
- o Planned and Executed an assigned aspects of special events across THAT concept store brands ranging from home to beauty to fashion.

A Z A D E A G R O U P

Marketing Strategy and Research Associate

Beirut, Lebanon | August 2021 – September 2021

- o Identified the KPI'S for Micro and Macro Influencers to help track and measure the engagement and success of influencer and marketing campaigns.
- o Contributed to the production of recurring deliverables such as Email marketing, Content marketing, and Social Media to the department of Marketing.
- o Collected data for several high-end and lifestyle brands such as Urban Outfitters, Decathlon , Missguided, Reserved, and Lefties to gain consumer and marketing insights.
- o Analyzed the latest social commerce trends and ensure the brands stay up to date on the platforms in order to maximize reach and visibility for Inditex group for the years of 2021-2022.

A L O T H M A N F A S H I O N

Content Creator & Social Media Intern

Kuwait City, Kuwait | May 2021 – July 2021

- o Created social media and marketing content across AlOthman Bridal & AlOthman Outlet Store (Facebook, Instagram, Twitter, TikTok, website).
- o Designed a catalogue for an Evening-wear couture brand that was used as a sales pitch and as a selling tool.
- o Created a personalized promotional campaign for AlOthman Bridal that was dedicated to be on Oscar de la Renta's Instagram page.

E L I E S A A B

Fashion Intern

Beirut, Lebanon | June 2019 – August 2019

- o Worked on the preparation of Eli Saab's annual fashion show PLAY among the graduates of the LAU Fashion Design Program.
- o Helped in styling the backstage models during the final show.
- o Organized the backstage area during the show and ensured a seamless flow of the event.

J A M A L O U K I C O N M A G A Z I N E

Event Planning & PR Intern

Beirut, Lebanon | May 2019 – June 2019

- o Worked on the marketing strategy of the three-days event, as well as on the social media strategy while ensuring social media management, monitoring and optimization.