

## Rafik Hannachi

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### EDUCATION

<b>American University of Beirut (AUB)</b> , Lebanon Holder of MEPI Tomorrow's Leaders fully funded scholarship by the Department of State. <b>Bachelor's degree in Media &amp; Communications</b> with a Minor in Political Studies.	Sept 2018- June 2022
<b>Michigan State University (MSU)</b> , Lansing, USA Study Abroad	Aug 2021-Dec 2021

### EXPERIENCE

<b>BBC Arabia</b> , Lebanon <b>Producer Assistant (Show Dunyana)</b> <ul style="list-style-type: none"><li>Presented 3 full pieces researches for three episodes of the show Dunyana.</li><li>Allocated more than 7 speakers according to the topics of the episodes.</li><li>Attended producers' meetings concerning the structure and the content of the episodes.</li></ul>	May 2022 -Present
<b>American University of Beirut</b> , Lebanon <b>Research Assistant</b> <ul style="list-style-type: none"><li>Conducted regional research about Arab speaking audiences of Turkish Dizi.</li><li>Presented a full analysis of the online platform used for the show Ertugrul and the website owned by TRT Group.</li><li>Analyzed two social media platforms on both facebook and Instagram related to Ertugrul Show. .</li></ul>	Feb 2022 -May2022
<b>Office of International Programs OIP</b> , Beirut, Lebanon <b>Incoming Students/Communications Intern</b> <ul style="list-style-type: none"><li>Created communication material for international students (3 videos, student guide) coming to Lebanon to explain the economic situation and facilitate their experience while being at AUB.</li><li>Conducted currency research about "Lebanese Pound" decline, lack of dollars, and the current inflation in Lebanon.</li><li>Interviewed 2 professionals and associates from two banks in Beirut, and comptroller office at AUB.</li></ul>	Jun 2021-Aug 2021
<b>Bab TV</b> , Alger, Algeria <b>Production Assistant</b> <ul style="list-style-type: none"><li>Assisted the production team during filming in the studio.</li><li>Analyzed their social media presence and planned different ways to expand their online reach.</li><li>Conducted regional research about similar platforms to assess the quality of the content.</li><li>Reported to the manager after filming and engaged in the creative process on possible show ideas.</li></ul>	Feb 2021 -Apr 2021
<b>Almayouna Education</b> , Beirut, Lebanon <b>Social Media Intern</b> <ul style="list-style-type: none"><li>Strategized and planned social media content on 3 platforms Instagram, Facebook, and Twitter.</li><li>Increased organic social media engagement by 60% in the duration of 3.5 months.</li><li>Designed social media posts, videos, and newsletters in both Arabic and English.</li></ul>	Jun 2020 -Oct 2020
<b>Kayany Foundation</b> , Beirut, Lebanon <b>Communications Intern</b> <ul style="list-style-type: none"><li>Designed newsletters and online publications for the NGO's website.</li><li>Assisted the communication manager during meetings and engaged with the community online.</li><li>Planned a new vision for the website in terms of content and visuals.</li></ul>	Jan 2020 -Apr 2020
<b>Almaahed International Company</b> , Medea, Algeria <b>Communications/ Social Media Assistant</b> <ul style="list-style-type: none"><li>Created social media content for a Facebook page that had more than 20K followers.</li><li>Operated as a trainer assistant for the US Embassy Access Micro-scholarship program conducted within the company.</li><li>Organized 3 events for different educational programs such as graduations, and the Trainer of the Year Award.</li><li>Represented Almaahed as a spokesperson during 2 regional events.</li></ul>	Jan 2016 -Jun 2017
<b>EXTRACURRICULAR ACTIVITIES</b>	
<ul style="list-style-type: none"><li>Member of Refugee Outreach Collective at Michigan State University.</li><li>Member of Media and Communication Student Association.</li><li>Volunteered at Bread&amp;Net Antworks Media and Activism yearly event.</li><li>Volunteered at MakeSense Social Entrepreneurship Camp Event.</li><li>Volunteered with the Ministry of Public Health in Lebanon during Breast Cancer Awareness month.</li></ul>	
<b>WORKSHOPS AND CERTIFICATIONS</b>	
<b>Social Media Marketing HubSpot Academy</b>	June 2022
<b>Instagram Strategies for Business growth</b>	June 2022
<b>Associate Project Management Training</b> , Beirut, Lebanon	Feb 2020-April 2020
<b>Basics of Photoshops</b> , Medea, Algeria	Nov 2017
<b>OTHER SKILLS AND INTERESTS</b>	
<b>Languages:</b> Arabic, English, French, and Spanish.	
<b>Computer skills:</b> MS Word, Excel, PowerPoint, video/photo editing, Adobe premiere, Sony Vegas, Photoshop, Avid, Instagram, Facebook.	
<b>Research Skills:</b> Report writing, interviewing, researching, data collection.	
<b>Soft skills:</b> Communications, team work, creative thinking, critical thinking, adaptability, public speaking, flexibility, time management.	
<b>Interests:</b> Story telling, blog writing, business innovations, video Editing, social Media, content creation, Pop Culture, international politics.	