

## **Pia Barbra Eid**

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### **PROFILE**

Innovative self-starter, passionate about global children's issues. Experienced in social media marketing and writing. Skilled in organization and time management. Interested in event planning, marketing, social media, and the United Nations.

### **EDUCATION**

**Pace University – Lubin School of Business**

New York, New York

**Bachelor of Business Administration (BBA) - International Management**

2020-2024

**Honors:** Dean's List

2020-2022

**GPA:** 3.88

### **EXPERIENCE**

**Pace University, Security Department**

New York, New York

January 2022-May 2022

Social Media Assistant

- Edit department's articles that were to be presented and approved by IACLEA
- Analyze and research security department's imperfections and strategize improvements

### **UNICEF USA**

New York, New York

Marketing and Communications - Social Media Intern

May 2021-December 2021

- Designed and captioned Instagram posts and stories using Adobe Photoshop to 831,000+ followers
- Wrote and published 3 articles on Forbes and UUSA's website about COVAX, the Olympics, and an End of Year story
- Attended weekly team meetings to coordinate upcoming assignments and tasks for social media accounts
- Assisted in researching information and data to update UUSA websites

**Pace University, Entrepreneurship Lab (E-LAB)**

New York, New York

Social Media Intern

September 2020-September 2021

- Managed E-LAB's Instagram and Twitter including posting and captioning student activities
- Engaged with followers by responding to questions, comments, and referring them to resources
- Created advertisements for E-LAB's events to 1,000+ followers

### **LEADERSHIP**

**UNICEF Organization at Pace University**

New York, New York

Founder and President

January 2021-May 2022

- Provide leadership to the executive board and members by setting and monitoring club goals, including raising awareness about children's rights globally
- Create an environment of hard-working, exciting and innovative minds to help fight for every child through activities, fundraisers and advocacy

**Model United Nations (MUN)**

New York, New York

Chair

October 2016-May 2020

- MUN delegate for four years before advancing to become a chair
- Led multiple conferences while being responsible for 200+ delegates per conference in countries including France, Saudi Arabia, Portugal and Lebanon

### **ACTIVITIES / VOLUNTEER WORK**

**Sigma Delta Tau**, Member

New York, New York

February 2021-present

**United Nations Millennium Fellowship**, Graduate

November 2021

**UNIFIL Volunteer**

Beirut, Lebanon

- Taught Syrian and Iraqi refugees basic English and Mathematics in groups of 10

2017-2018

**National Society of Leadership & Success**, Graduate

May 2021

### **SKILLS**

**Technical:** HTML | Photoshop | Trello | Canva | Slack | Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)

**Languages:** Fluent in English, French, and Arabic