



# Dana Adra

## Media and Communications

A media and communications graduate with a great passion and love for the profession. Enthusiastic and ready to improve my skills in journalism, advertising, digital media, and marketing. Interested and in touch with social issues and activism.

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📍 Beirut, Lebanon

## WORK EXPERIENCE

### Media and Communications Internship AUB Office of Communications

06/2021 - 10/2021

Beirut, Lebanon

#### Achievements and Tasks

- Engaged with students and staff by helping to launch the back on campus campaign
- Promoted multimedia content across networks, increasing exposure by 11% across Instagram.
- Created photo collages for social media documenting student experiences at AUB
- Photographed and documented the AUB graduation ceremony of 2021, uploaded videos, photos and reels on the university's social accounts

### Group Leader 10KSA

12/2017 - 12/2017

Riyadh, Saudi Arabia

#### Achievements

- Volunteer work to help organize the 10KSA breast cancer event
- Supported and motivated volunteers to perform their best work and be most productive
- Managed and led activities promoting growth in mental, emotional, and educational areas.

## PROJECTS

### Advertisements for IKEA's opening in Lebanon (2021)

- Created advertising content for IKEA's Instagram account boosting its publicity by 7%

### Jack and Jones Film Script (2020)

- Produced film/audio scripts promoting Jack and Jones' new sustainable jeans

### Embrace Hotline (2020)

- Managed and supervised a film script raising awareness for mental health

### Helem (2020)

- Worked closely with the Lebanese NGO Helem that operated socially and legally to protect members of the LGBTQ community; which allowed me to write an extended research paper for the course I took on activism

## EDUCATION

### BA in Media and Communication American University of Beirut

08/2017 - 06/2021

Beirut, Lebanon

### High School Diploma Saud International School

01/2003 - 06/2017

Riyadh, Saudi Arabia

## TECHNICAL/SOFT SKILLS

Writing: academic essays, research, emails

Digital and Social Media: Twitter, Instagram etc..

Microsoft Office

Willingness to learn, conscientious team leader

Detail and result oriented

Time management

Problem Solving Skills

Creativity

Strong Written and Verbal Communication skills

Teamwork and collaboration

Professional Drive

Marketing and Advertising

Enthusiastic and Passionate spirit

Project management

Photo and Video editing

## LANGUAGES

English  
Native or Bilingual Proficiency

Arabic  
Native or Bilingual Proficiency

## INTERESTS

Social Activities

Social Events

Arts

Music

Journalism

Activism

Politics

Social Media

Photography