

Alaa Youssef

Dedicated marketing student with a passion for growth, demonstrated through academic achievements and active community involvement.

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EXPERIENCE

Your Paper Mate, Lebanon— *Social Media Manager*

October 2023 - Present

1. Develop and execute social media strategies in line with business objectives
2. Curate compelling content for social media platforms
3. Maintain consistent and timely posting schedules
4. Utilize analytics tools to assess and optimize social media performance
5. Identify trends and insights to enhance content and strategies

Faculty of Health Sciences, American University of Beirut— *Communication Officer*

September 2023 - December 2023

1. Conducted a comprehensive analysis of Twitter content
2. Evaluated content and engagement in the research hub centers
3. Developed effective marketing strategies based on analyses
4. Planned and created social media content
5. Created engaging LinkedIn posts and designed project logos

The Center for Research on Population and Health, Faculty of Health Sciences— *Communication Intern*

July 2023 - September 2023

1. Collaborated with the research team to design diverse research output materials
2. Created and edited visually engaging content for print and digital platforms
3. Maintained and updated brand identity guidelines for consistency
4. Expanded social media network targeting specific stakeholders

UNDP, Ministry of Finance, Lebanon— *Youth at the Forefront- Data Entry Intern*

July 2023 - August 2023

1. Selected among 100+ applicants
2. Responsible for conducting meticulous data entry of historical financial data, playing a pivotal role in restoring essential functionalities within the department

SKILLS

Teamwork
Leadership
Communication
Time Management
Monitoring and Evaluation
Data Collection and Entry
Microsoft Office
Canva
Kobo

AWARDS

Scholarship recipient from the United States Agency for International Development (USAID) at the American University of Beirut

Qatar Scholarship – Education Above All Program at AUB recipient, providing access to quality education and fostering student success through student support services, civic engagement opportunities, and extramural events

AdTechLab 365, Lebanon — *Marketing Data and Research Analyst Intern*

October 2023 - December 2023

1. Collect, analyze, and interpret marketing data from social media platforms to identify trends and insights
2. Utilize quantitative techniques to optimize marketing strategies and target the audience effectively
3. Create data reports and provide recommendations to enhance overall marketing performance and return on investment
4. Collaborate with the Social Media Specialist and Manager to align content creation and sharing strategies based on your reports, to refine audience targeting and growth

Lebanese Association for Rehabilitation and Awareness, Communications Office — *Social Media Developer Intern*

January 2023 - September 2023

1. Created content such as blogs, infographics, videos, and press releases on social media
2. Tracked social media engagement to identify high-performing ideas and campaigns for scalability
3. Helped to implement the media plans

EDUCATION

Bachelor's degree, Business Administration, *Marketing* **American University of Beirut, Lebanon**

August 2021 - Present

Pursuing a Bachelor of Business Administration (BBA) with a concentration in Marketing

PROJECTS

WeHeal — *Initiative*

Led the development of "WeHeal," a youth-focused mental health initiative to enhance mental well-being awareness among young individuals. Strategically utilized social media platforms and a website to disseminate vital mental health information, adapting the approach to address the challenges and stressors the youth demographic faces.

LANGUAGES

Arabic (Native)

English (Fluent)