

## About me:

---

An undergraduate (senior) student specializing in marketing and advertising with transferable skills in data analytics, sales, communication and writing, graphic design, and social media management (content creation). I have been on the Dean's and President's honor lists throughout my sophomore and junior years. Add to that, I have experience in communication, research, sales, content creation and volunteering.

## Skills:

---

- Languages: English (Professional) and Arabic (Native)
- Computer skills: Word, Excel, PowerPoint, SPSS, Google Sheets and Adobe (PS, AI, Id)
- Interpersonal skills: innovative thinking, growth-oriented mindset, accountability, confident decision maker.
- Business skills: strategic thinking, verbal and presentation skills, project management, collaboration, attention to details, collaborative problem-solving and email management.
- Social media and content creation skills: graphic design, social media management (content creation), attention to details, creativity, authenticity, photography, social media marketing, and brand analysis.
- Writing skills: Research, planning and/or outlining, grammar and clarity, revising and editing, storytelling, and creative writing.
- Art skills: creative writing and mobile photography.

## Education:

---

- Rafic Hariri University / Marketing and Advertising 2020 - 2023 - CGPA: 90

## Experience and Volunteering:

---

- **Email Specialist at Al Taim Bakery - Internship (June 2022 - September 2022)**

I gained diverse skills and experiences in dealing with customers and target audiences. My communication, creative writing, and storytelling skills allowed me to communicate successfully with external audiences to achieve the company's objectives.

- **Content Creator for L'amande Chocolate Factory – internship (November 2022 – January 2023)**

I created Instagram posts featuring reels and stories. In order to show the public, the distinctive page design, grid, appropriate brand colors, brand personality, and brand voice and tone, I had to produce design thoughts and ideas, put them into practice in Adobe Photoshop and Illustrator, and come up with captions and hashtags. I received knowledge in the following areas: graphic design, social media management, video editing, editing of blog posts and videos, mobile photography, brand personality analysis (internal and external), creativity, and authenticity.

- **Community Volunteer at Youth of Rashaya (NGO) (May 2022 – Now)**

I accomplished more than 10 activities and projects that deals with kids and young adults. I took a great part in these projects by planning, communicating, proposing new ideas, dealing with kids (specifically disabled kids), and achieving the NGO's objectives which are mainly engaging the community.

- **Community Volunteer at Nehna Rashaya (NGO) (June 2016 - August 2018)**

I assisted and participated in preparing events for more than 6 huge festivals in Rashaya Al Wadi. Mainly, these events resulted in engaging the community.

## Academic Projects:

---

- **The Impact of Covid-19 on Mental Health Research proposal:** It was devoted to determining the impact of Covid-19 on RHU students. This approach addressed the issue at its base and provided solutions for afflicted pupils to enhance their well-being with the assistance of doctors.
- **Johnson Baby Shampoo Research paper:** It was dedicated to studying and evaluating the marketing strategies and processes that this known company implements. This research paper also observed and studied the pricing strategies that were forced from the moment this company was launched and then analyzed the weaknesses and strengths of each strategy.
- **The Effect of Employee Training on Customer's Satisfaction research paper:** It explains in a very detailed manner how the training of employees in the hospitality sector will affect the satisfaction of customers.
- **Social Media Marketing project:** It entailed creating 12 Instagram posts featuring reels and stories. The project involved developing design concepts and ideas, putting them into practice in Adobe Photoshop and Illustrator, and coming up with captions and hashtags to enhance page engagement.
- **Graphic Design projects:** Adobe Photoshop, Adobe Illustrator and Adobe InDesign projects (press ads, social media posts, digital characters, drawing, and magazines)

## Certifications:

---

- **Fundamentals of Investing (offered by Coursera)** - Skills gained: Investment Fees, Diversification, Active vs. Passive Investing, Risk Aversion, Investment.
- **Personal leadership** (offered by Brain digits)- Skills gained: Stress-management, Time management, Leadership, Energy management, good mindset.
- **Intro to digital marketing (offered by Coursera)** - Skills gained: engagement, 80/20 Rule of social media, storytelling, keyword selection, Review Management
- **Ask Questions to Make Data-Driven Decisions (offered by Coursera)** - Skills gained: Spreadsheet, Questioning, Decision-Making, Problem Solving, Data Analysis.
- **Data, Data, Data Everywhere (offered by Coursera)** - Skills gained: Spreadsheet, Data Cleansing, Data Analysis, Data Visualization, SQL.
- **Prepare Data for Exploration (offered by Coursera)** - Skills gained: Spreadsheet, Metadata, Data Collection, Data Ethics, SQL.
- **Process Data from Dirty to Clean (offered by Coursera)** - Skills gained: Spreadsheet, Data Cleansing, Sample Size Determination, SQL, Data Integrity.