

Hello, I'm Aya Rahal.

I am a creative and charismatic future marketer passionate about brand design, human relations, and dynamic marketing strategies. I would describe myself as a curious and high-energy individual who loves design thinking, collaborating with experienced individuals, and change management. With good knowledge of marketing strategies and procedures, I am looking for an internship position to gain knowledge and work experience.

Experience

2021-CURRENT

MANAGING MY THREE PERSONAL ACCOUNTS.

- Creating content related to lifestyle and food.
Tik Tok: Ayaarahal
Instagram: Easyxyummy

Angles Company, Kuwait.

CONTENT AND DIGITAL CREATOR.

- Managing their Instagram account and Creating and publishing content, to grow an audience, build brand awareness, and ultimately, boost sales.
- Took the responsibility of photography and editing.

American University Of Beirut

MARKETING PITCH AND MATERIAL PROJECT FOR CASPRESSO.

Given a real client brief (The CEO of Casper & Gambini's), I had to create a comprehensive campaign including:

- Swot analysis, positioning, strategy, offline and online models, Bloggers collaboration and cost estimate.
- Creating full marketing materials including posters, Instagram posts, reel and all print advertisements

Got the Highest Grade in class.

CIMAR And Women's Care, Beirut, Lebanon.

HR ASSISTANT.

- Handles the daily administrative, HR duties of the center including arranging meetings, minutes of meetings, typing, collating and preparing reports .

2022

2019-2020

Ayarahal2001@gmail.com
+961 78968875
Beirut, Lebanon.

2019-2022

*Bachelor of Business Administration-
Marketing (expected graduation: May
2023)*

American university of Beirut
(AUB).

Udemy online courses:

- Social media marketing mastery
- Adobe photoshop mega course
- Instagram marketing 2022
- The complete digital marketing course

2004 -2019

*Lebanese Baccalaureate- General
science*

Notre Dame De La Delivrance.

- All social media platforms and always on top of digital trends
- Data collection and research
- Excellent photography skills
- Video (Reels/Tik Tok) editing
- Microsoft office
- Excellent communication skills
- Google Analytics
- Ability to work independently and with a team
- Business and Launch strategy
- Integrated Marketing Campaigns and Branding

English



French



Arabic

