

AYA DESLANDES

Beirut, Lebanon | (+961) 71913892 | ayadeslandes16@gmail.com | LinkedIn: [Aya Deslandes](#) | French

Education

American University of Beirut (AUB) – Beirut, Lebanon

Bachelor of Business Administration (Marketing) | Expected Graduation: May 2025

L'Athenée De Beyrouth – Beirut, Lebanon

French Baccalaureate (Economics & English) | *Distinction*

Professional Experience

Aïshti Group – Beirut, Lebanon | Marketing Intern (Jan 2025)

- Managed e-commerce platforms for luxury brands.
- Curated social media visuals aligned with brand identity.
- Utilized marketing analytics.
- Learned how to use Photoshop.

Feel 22 – Beirut, Lebanon | Digital Marketing Intern (Jun 2024)

- Created and managed content calendars, posts, and stories to optimize social media engagement.
- Assisted in influencer outreach and campaigns to enhance brand visibility.
- Managed e-commerce platforms to ensure seamless operations and support marketing efforts.

Primaflex Ayoub Industry – Beirut, Lebanon | Logistics Intern (Jun 2023 – Jul 2023)

- Improved warehouse and inventory operations.

Extracurricular Activities

- **Loreal Brandstorm competition**, Top 10 Winner (January 2024 – February 2024)
 - Developed an AI-driven innovation in hair coloring and presented it to a professional panel.
- **Women in Data Science Conference** (Apr 2024): Volunteered to enhance the event's digital presence.
- **AUB Rally Paper** (Mar 2023 – Apr 2024): Managed the social media accounts to boost team visibility.
- **USJ Mediator** (Nov 2015 – Jun 2016): Resolved conflicts using professional mediation.

University Projects

- Created a **marketing campaign** for *MAKBAR*. (November 2024)
- Crafted a **digital marketing plan** for *Trend Bunds*. (September 2024)
- **Designed a website** for a Lebanese fashion brand. (April 2024)
- **Developed a business plan** for *Tash and Ley*, a Lebanese brand. (February 2024)

Skills & Certifications

Skills: Digital Marketing, Social Media Strategy, E-commerce Management, PowerPoint, Marketing

Languages: English (Fluent), French (Fluent), Arabic (Fluent)

Certifications

- **NxL Youth Empowerment Program** (Dec 2024): AI, sustainability, branding, storytelling, and entrepreneurship.
- **Google Digital Marketing Certification** (Oct – Nov 2024): Fundamentals of digital marketing.
- **INSIDE LVMH Certification** (Jun – Jul 2024): Luxury branding and retail operations