

Yasmina Francis

Beirut, Lebanon

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Education

American University of Beirut

Bachelor of Business Administration

Concentrating in Marketing and minoring in psychology

Beirut, Lebanon

2021 - PRESENT

University of Saint Joseph

Learning how to speak Japanese

Beirut, Lebanon

2021 - 2022

Grand Lycée Franco-Libanais

French Baccalaureate

Specialized in Socioeconomics and political science

Beirut, Lebanon

2014 - 2021

Skills

Soft skills: Strong leadership, excellent interpersonal skills, creative problem-solving, public relation skills, teamwork, ability to prioritize and delegate tasks as well as making sound decisions while maintaining a focus on the bottom line.

Computer skills: Proficiency in MS Word, Excel, PowerPoint, Outlook, Canva.

Languages: French (native proficiency), English (bilingual proficiency), Arabic (Full professional proficiency), Japanese (Elementary proficiency).

Experience

Select Agency

Hostess/Cohost

Beirut, Lebanon

2019 - 2020

- Enthusiastically acknowledged, greeted, and assisted every invitee to the certain event.
- Enhanced my public relation skills and teamwork.

The Red Academy - Ogilvy Marketing Competition

Semi-Finalist

Beirut, Lebanon

2023

- Conducted extensive market research, analyzed consumer behavior as well as the macro-environment of a specific case, identified new trends while working with a team of participants to develop a number of integrated and creative marketing strategy.
- Improved my interpersonal skills, leadership, teamwork, and especially my conceptual skills by using analytical thinking to find solutions for complex situations in a short period of time.
- Gained in-depth learning from industry experts through attending workshops, presenting projects, receiving insightful observations, and constructive criticism.

AUB Outlook (Outreach team)

Member

Beirut, Lebanon

2023 - PRESENT

- Coordinating and promoting university events and programs such as lectures, workshops, and cultural events (Arts and Culture Fair).
- Collaborating with several university clubs, internal teams, as well as other teams from Outlook to ensure consistency in the tasks.
- Coming up with outreach initiatives and event ideas that align with the specific objectives set by the team.
- Brainstorming and attending the meetings with my team.

Our Easy Game LLC

Online Tutor (Subjects: Marketing, Management, French, English)

Beirut, Lebanon

2023 - PRESENT

- Assisting students with homework, projects, test preparation, papers, research and other academic tasks.
- Working with students to help them understand key concepts.
- Teaching skills to improve academic performance.
- Demonstrating academic best practices for specific subjects, assignments and projects, including research.
- Providing students positive and constructive feedback.

Ur My Type - Awareness Campaign

Part of digital marketing course project

Beirut, Lebanon

2023 - PRESENT

- Participated in the creation and execution of a digital awareness campaign for the Ur My Type app.
- Collaborated with team members to develop and implement a content strategy across various social media platforms.
- Conducted market research to refine campaign messaging and analyze the internal and external environment
- Created personas that accurately reflect the target audience to increase engagement and conversion.