


Ali Abbas Ayoub

Law

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Summary:

As a passionate law student with a strong interest in marketing, I am dedicated to leveraging my skills to achieve success in both legal and creative fields. I bring unique perspective to any team I work with. I am eager to gain practical experience, including digital marketing, content creation, social media management, and client engagement.

Work Experience:

➤ **Social Media Marketing Specialist, HiTech Group (Apr 2023-Present)**

- Developed and executed social media strategy, including content creation and scheduling.
- Managed social media platforms, including monitoring, responding, and engaging with followers.

➤ **Content Creator, Legal POV (Apr 2023-Present)**

- Developed skills in generating engaging, informative, and well-structured content.
- Developed adaptability, flexibility, and time management.

Education:

Bachelor of Laws

Lebanese University

Faculty of Law and Political and Administrative Sciences

Saida, Lebanon

Expected Graduation in Jul 2023

Skills:

- Strategic marketing
- Digital marketing
- Content creation
- Branding management
- Communication skills
- Project management
- Creative strategies
- Adaptability and flexibility

Trainings and certifications:

- Legal Marketing (2h)
Organized by: The Generation of Innovation Leaders (GIL) - South
In partnership with: Centre MINE (Careers, Innovation and Entrepreneurship Center)
25-Feb-2023
GS23-SB02-0039-0199-0003
- Content Creation in Marketing for 2023 (2h)
Organized by: Centre MINE (Careers, Innovation and Entrepreneurship Center)
02-Feb-2023
UL23-SB02-0004-0199-0011
- Time Management Webinar (2h)
Organized by Centre MINE in Partnership with makesense
Date 1 Dec-2021
MS21-SB02-0180-0199-0003

Volunteering:

➤ **Volunteer, Centre MINE (Careers, Innovation and Entrepreneurship Center) (Feb 2023 - Present)**

- Managed a WhatsApp group, sending regular updates and information related to careers, innovation, and entrepreneurship.
- Organized webinars on various topics, including speaker coordination, scheduling, promotion, and facilitation.
- Provided administrative support, including data entry, record keeping, and documentation for events and initiatives.

Languages:

- Arabic (Native)
- English (Professional working proficiency)