

CV

Yara Samer Hallak

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OBJECTIVE

I am a second-year marketing student actively seeking a summer internship to enhance my skills and expand my knowledge in the marketing field. I am enthusiastic about joining a company that prioritizes growth, mentorship, and impactful work that resonates with my career aspirations. I am keen on absorbing insights from seasoned professionals and contributing to the success of the organization.

EDUCATION

University: University Saint-Joseph (USJ)

Marketing and Advertising degree

2022-Present

Second-year student, *Class of 2025*

School: Lycee Abdel Kader (LAK)

2007-2022

- French baccalaureate: mention bien
- Lebanese Brevet: mention bien
- **Specialty materials:** Social economics (SES), Humanity, literature, and philosophy (HLP)

WORK EXPERIENCE

Startup agency in the USA

April 2023-January 2024

Social Media Executive

- Managed clients' social media platforms, developing and executing strategies to increase engagement.
- Utilized Instagram and TikTok to promote businesses.
- Created engaging content including graphics, stories, and copywriting.
- Engaged with followers, responded to comments and DM's, and maintained a positive online presence.
- Developed monthly content calendars and stayed current on social media trends
- Collaborated with popular influencers.

Adidas ABC Ashrafieh

June-August 2023

Sales Internship

- Developed my organizational skills and time management abilities.
- Learned how to adapt to a fast-paced work environment and manage multiple tasks efficiently.

- Improved my communication skills through interactions with customers and teammates.
- Got the most amount of receipts sold compared to other salespeople on the team.
- Learned how to pitch and promote products, emphasizing key features and benefits.
- Participated in sales meetings, trainings, and merchandising sessions.

SKILLS

- Proficient in Microsoft Office suite, Canva, and various technologies
- Familiar with CRM software
- Strong communication and interpersonal skills
- Analytical problem-solving abilities
- Effective team collaborator, capable of independent work
- Adaptable to different situations and environments

LANGUAGES

- Fluent in Arabic, French, and English.

VOLUNTEERING

- Contributed to an Iftar event for an orphan center organized by Shifaa during Ramadan. (2 April 2024)
- Volunteered in food donation drives for underprivileged families in Lebanon. (2023)
- Participated in events commemorating Women's Day and Breast Cancer Awareness Day. (2021-2022)
- Been in the beach clean-up initiatives. (2020-2021)
- Aided in the cleanup efforts in Beirut following the port explosion for a week. (August 2020)
- Assisted in organizing school events and fundraisers. (2019-2022)

EXTRAS

- Engaged in team-building activities like the USJ Rallye Paper.
- Demonstrated leadership as a class representative for 4 years.
- Took part in entrepreneurship and start-up training by "Injaz" to develop relevant skills.
- Played many team-based sports: mainly basketball for 8 years (school team and hoops club) (competitive drive).
- Contributed to the Maison Des Etudiants club, showcasing involvement in extracurricular activities.