

# Yasmina Francis

Beirut, Lebanon

☎ (+961) 71044580 | ✉ yasminafrancis@icloud.com | 🔗 <https://www.linkedin.com/in/yasmina-francis-63a7b423b/>

## 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, Ads Manager, Google Ads Manager, LinkedIn Ads Manager, Snapchat Ads Manager.

**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.

Media team member

2023 - PRESENT

- Leading video production and social media content creation, as well as collaborating with clubs for impactful video projects and ensuring consistent branding.
- Editing and designing engaging content to promote articles, workshops, and all sorts of events.
- Contributing to brainstorming sessions and strategy meetings for continuous improvement in content creation.

### 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.

## **Mindshare - Internship**

*Beirut, Lebanon*

Intern

*June - July 2023*

- Developed proficiency in using Ads Manager, Google Ads Manager, LinkedIn Ads manager, and Snapchat Ads Manager to monitor advertising campaigns for clients.
- Prepared detailed reports and presentations for clients to measure performance and identify areas for optimization.
- Collaborated with the social media department to ensure the smooth execution of campaigns.
- Conducted competitor analysis and market research to find potential opportunities for clients and boost campaign results.
- Assisted a conference presented by Google about Google AI to multiply conversions with Performance Max and influence audience targeting by adding the relevant inputs.