

JANA FAYYAD

Public Relations Specialist



PERSONAL DETAILS

Baabda, Mount Lebanon Governorate, Lebanon
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Nationality: Lebanese
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SUMMARY

As a recent graduate with a BA in Advertising and Public Relations from the Faculty of Mass Communications and Fine Arts, I have gained hands-on experience through various university projects. My graduation research and project, which involved creating a comprehensive campaign for an association, provided me with valuable insights and practical skills in strategic planning and project management. Additionally, my internship introduced me to the professional work environment, allowing me to apply my academic knowledge to real-world scenarios and gain a deeper understanding of industry operations. I am eager to leverage my background and continue growing within the fields of advertising and public relations.

EDUCATION

BA in Advertising and Public Relations
Al Maaref University, Beirut, Airport Road
CGPA: 3.60/4

Sep 2021 – Jun 2024

EMPLOYMENT

Assistant
Al Maaref University, Beirut

Apr 2022 – Mar 2023

Saleswoman
Freelancer, Remotely

2020 – 2022

SKILLS

SEO
Campaign management
Business Plan
Drama, Documentary Scenario
Campaign Planning
Marketing Strategy
Archiving
Microsoft Word, Excel, PPT

Adobe illustrator, indesign
Press release
Photographing
Research Methods
Content Creation
Persona
Auditing
Teamwork



LANGUAGES

English

Arabic

INTERNSHIPS

Content Creator

Aim Media, Beirut

May 2024 – Jun 2024

Public relations specialist

Al Iman Tv, Beirut

Mar 2024 – May 2024

CERTIFICATES

Project: SEO with Squarespace

<https://coursera.org/verify/6FSSGY7XCZMS>

Sep 2023

REFERENCES

Dr. Ali Takach (Dean of the Faculty of Mass Communication and Fine Arts)

Al Maaref University, Beirut, Airport Road

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