

Ghida Hashem

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Career Objective

My primary career goal encompasses pursuing marketing in order to become a copywriter capable of creating captivating advertisement and content that motivates and influences people to pursue a desired behavior. Accomplishing this objective is a plan I am determined to fulfil as I gain experience and take advantage of prospective work opportunities.

EDUCATION

American University of Beirut Bachelor of Business Administration in Marketing Beirut, Lebanon	2021 - 2024
Saint Mary's Orthodox College Lebanese Baccalaureate in Economics and Sociology Beirut, Lebanon	2006 - 2021

EXPERIENCE

- MCN | Middle East Communication Network, Internship (June – August 2024)
UM | *Beirut, Lebanon*
 - Operations: invoice and booking order scheduling
 - Performance: running ads online
 - Planning: media plan formulation

PROJECTS

- L'oreal Brandstorm 2022 (creative display)
- Red Academy 2023 at AUB
- M&C Saatchi Group RIFAI marketing campaign
- Digital MKTG: Google display ads – Website Creation

EXTRA CURRICULAR ACTIVITIES

- Volunteered as an MUN coach where I
 - introduced new delegates to the concept of MUN
 - assisted them in enhancing their public speaking and teamwork skills
 - explicated the research process
 - developed their writing skills
 - prepared them for the final conference
- Studied piano at Ecole Des Arts Ghassan Yammine
- Played gymnastics for 8 years in Hoops Academy, Gymbo and school clubs
- Completed community service in AUBMC
- Participated in beach clean-up community service activities
- Lead the Senior Decorating Committee and managed all senior events at school
- Organized an Autism Awareness Event
- AUB OUTDOORS 2024 – construction/architecture committee and entertainment committee
- UNICEF Club at Aub (2023-2024)
- Feed the Need initiative volunteer work

CERTIFICATIONS

- Completed A1, A2, and B1 levels in French language assessment (DELF/Diplome D'études En Langue Francaise)**
- Completed A1 level in Italian language education**
- Model United Nations** in LAU
 - A two day conference, in which I
 - Conducted research
 - Prepared and presented several speeches
 - Exercised my problem solving, diplomacy, negotiation, public speaking, and crisis management skills

SKILLS

Languages: Fluent in English and Arabic with conversational level in French and Italian (writing, reading, and speaking)

Computer Skills: Proficiency in MS Word, Excel, PowerPoint, Outlook.

Soft Skills: Strong leadership, communication (verbal and written), stress and time management, problem solving, critical and analytical thinking, adaptability, and questioning.

