

Ghiwa Yassine

Marketing and Advertising Graduate

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Nationality: Lebanese

Summary

Proven ability to develop captivating content tailored to target audiences, capture high-quality imagery, and support organizational goals through effective collaboration and innovative solutions. Adept at understanding client needs, building relationships, and learning through active observation and participation. Thrives in dynamic environments requiring teamwork, adaptability, and a focus on results. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Content Writing Intern – 06/2023 to 07/2023

Baby Light LB, Habbouche, Lebanon

- Collaborated with colleagues to brainstorm and develop innovative and captivating content ideas designed to engage and inspire customers.
- Captured high-quality photos for use in content creation, adhering to best practices in photography and ensuring visuals aligned with brand standards.
- Created tailored social media content by analyzing and aligning with the preferences and expectations of the target audience.
- Actively participated in meetings to exchange information, share ideas, and support the organization's content strategy goals.

Sales Assistant Intern – 06/2022 to 08/2022

Daher Travel, Nabatieh, Lebanon

- Observed and analyzed sales representatives' behavior, including communication, negotiation, and customer interaction, to gain insights into effective sales techniques.
- Participated in client meetings, learning advanced communication strategies and approaches to address client needs effectively.
- Actively listened to customers to fully understand their preferences, capabilities, and specific requirements, ensuring tailored recommendations and solutions.
- Worked closely with the sales team to learn about team dynamics, collaboration, and strategies for achieving group objectives.

Education

Bachelor Degree in Marketing and Advertising– 2024

Saint Joseph University of Beirut, Lebanon

Skills & Expertise

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| • Leadership & Team Management | • Time Management |
| • Communication & Negotiations | • Decision Making |
| • Problem Solving | • Microsoft Office |
| • Project Management | • Market Research |
| • Adaptability | • Presentation Skills |
| • Customer Service | • Goal Oriented |
| • Planning & Organization | • Content Creation and Writing |
| • Photography | • Canva |

Languages

Arabic: Native | **English:** Fluent | **French:** Fluent