

Aya El Natour

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Professional Summary

Dedicated Finance major at the American University of Beirut, with strong analytical skills and a passion for public relations and marketing. I'm eager to explore how data-driven strategy and creative communication can shape impactful brand experiences and to apply my knowledge in dynamic business environments.

Education

American University of Beirut- OSB, Beirut, Lebanon

Aug. 2022– June. 2025

Bachelors in Business Administration - Finance concentration (Listed on Dean's Honors List)

- GPA: 3.5/4

Saint Mary's Orthodox College, Beirut, Lebanon

Sept. 2007– July. 2022

Lebanese Baccalaureate in Life Sciences with High Distinction

Professional Experience

Digital Marketing and Editing Part time/ Sheyaaka, Beirut, Lebanon/ UAE

March. 2025–Present

- Managing and scheduling social media content across platforms (Instagram and TikTok), boosting reach and engagement.
- Assisting in planning and executing targeted digital ad campaigns (Meta Ads, Instagram Promotions) to increase visibility.
- Enhancing photo content with color correction, cropping, and retouching using Canva and Potoroom for social media posts website uploads.
- Editing over 100 product descriptions and campaign captions to reflect Sheyaaka's unique modest fashion identity and brand tone.

E-commerce Business Owner /Thebookgroove, Beirut, Lebanon

March.2021–Present

- Designed and developed the official website from scratch to enhance customer experience and expand reach (thebookgroove.com)
- Leading efforts to expand the business by diversifying product offerings and reaching a wider customer base through adding bookshelves and reading lamps as complementary products, which lead to a peak in sales.
- Creating and implementing digital marketing campaigns across social media platforms, resulting in an increase in sales.

Partnership and Business Development Intern/Monty Mobile- MyMonty Fintech, Beirut, Lebanon

May.2024–Aug. 2024

- Conducted market research to identify potential beneficial partnerships and markets that MyMonty can tap into.
- Led several presentations to management to evaluate potential markets and partners primarily targeting Europe and US.
- Reached out to multiple reputable SaaS and BaaS providers, organizing and leading meetings to evaluate their alignments with MyMonty's business strategy.
- Collaborated with corporate and strategy departments to assess licensing requirements and analyze the financial standings of potential partners.

Leasing Agent, Full time/ A&S Investment and Real Estate, Istanbul, Turkey

Jan.2024–April. 2024

- Conducted meetings with potential tenants and provided property detailed information.
- Advertised available rental properties.
- Explained leasing terms and processed rental applications to facilitate transactions.

Extracurricular Activities

PR Director, The Women of Wellness AUB, Beirut, Lebanon

Aug. 2024– Present

- Securing partnerships and sponsorships by reaching out to potential corporate community sponsors.
- Developing and maintaining strong relationships with sponsors that align with the club's mission of empowering women and expanding its reach through their networks.

Membership Coordinator, Marketing Association AUB, Beirut, Lebanon

Aug. 2024– Present

- Maintaining membership records.
- Engaging members of the club through regular communication to foster involvement and networking with the club.

Skills, Languages, & Others

Technical Skills: Office Package (Word, PowerPoint, Excel), Canva, PhotoRoom, Adobe programs (Photoshop, InDesign, Illustrator, Premier).

Soft Skills: Public speaking, Leadership, Observation, Teamwork, Communication, Problem-solving, PR.

Languages: Arabic (Native); English (Bilingual); French (Advanced); Turkish (Intermediate).

Interests: PR, Fashion, Marketing, Financial markets, sports, social meets, art and design, fashion, social media, volunteering.

Certificates

Digital Marketing- Hubspot

Inbound Marketing- Hubspot

Fashion Design at ESMOD Fashion School Beirut

Graphic Design (all adobe programs)

DELTA (A1, A2, B1) advanced delf B1