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Beirut, Lebanon

EDUCATION

Lebanese American University, Beirut, Lebanon

Present

Master of Arts in International Relations (IR)

- **Preparatory Courses for MA:** International Mediation & Peace Making in Civil Wars - Security Studies - The Middle East in World Affairs / GPA: 3.78

Lebanese American University, Beirut, Lebanon

September 2021 - June 2024

Bachelor of Arts in Communication

- **Relevant Coursework:** Crisis Communication and Conflict Management - Persuasive Communication- Principles of Advertising- Writing for Adv. & PR - Media Research Methods - Adv. Public Speaking
- **Research Paper Title:** Between Facts & Framings: Examining the Western Media Coverage of the War on Gaza Through the Lens of Orientalism

WORK EXPERIENCE

Teach For Lebanon (TFL), Beirut, Lebanon

November - December 2024

Communications Intern

- Developed and managed digital content across social media, driving brand visibility and engagement.
- Assisted the communications manager in compiling monthly social media reports on several platforms (Instagram, LinkedIn, YouTube, Facebook, and X) utilizing tools such as Meta Business Suite, LinkedIn Analytics, and YouTube Studio to track performance metrics, identify key community KPIs, and guide strategy improvements.
- Crafted newsletters and multimedia content in line with TFL's educational objectives to effectively communicate impact stories, program updates, and key initiatives.
- Supported the planning and promotion of community initiatives and youth-centered campaigns, fostering stronger relationships with stakeholders and expanding outreach efforts.
- Drafted and edited YouTube video descriptions, titles, and tags to maximize reach and align with search trends (SEO), enhancing channel growth.
- Conducted market research to inform strategic decision-making and optimize campaign performance.

Lebanese American University (LAU), Beirut, Lebanon

September - December 2024

Research Assistant - Department of International Affairs

- Assisted faculty in conducting future research in two topics: Decolonization and the Global South (specifically, Latin America, Africa, and Asia) and The Global South in Area Studies.
- Supported data collection of primary and secondary sources, conducting literature reviews, and performing comparative analysis across different areas of the Global South.
- Prepared a digital folder with relevant articles, speeches, and reports for efficient access.
- Supervised exams to uphold fairness and academic integrity among students.

Horae Group, Beirut, Lebanon

July - September 2023

Strategic Communication Intern

- Conducted market research to inform the development of a renewed communication strategy focused on strengthening the company's digital presence, brand positioning, and client engagement initiatives.
- Edited the website content to align with the company's identity, enhance reader engagement, and to effectively target the audience and market.
- Conceptualized the new branding elements that improved the company's market presence.
- Worked alongside a team to monitor website traffic and user behavior analytics to interpret engagement trends and recommend UX/UI improvements that enhanced the site's performance and usability.

CERTIFICATES

- Microsoft Public Relations and Communications Associate Professional Certificate, Present
- Al Jazeera Media Institute (eLearning), Vertical Storytelling Course Completion Certificate, April 2025
- Al Jazeera Media Institute, Workshop of Media Ethics from the Global South, October 2024
- Social-Behavioral-Educational Researcher - CITI Program, valid from February 2024-2027
- Foundations of Digital Marketing and E-commerce, Google, November 2023
- Google Digital Academy (Skillshop), Measurement Certificate in Google Ads, September 2023

SKILLS

Hard skills:

- Microsoft Office Suite (Word, PowerPoint, Excel)
- WordPress CMS
- Social Media Management: Meta Business Suite, LinkedIn Analytics, YouTube Studio
- Video Editing: CapCut and InShot (Basic Proficiency)
- Basic Graphic Design: Canva
- Digital Marketing: SEO, SEM, Content Strategy, Email Campaigns, Paid Social Ads
- Website Traffic Analysis (Google Analytics Basics, Platform Insights, A/B testing, conversion rate optimization)

Languages: Professional Fluency in both Arabic & English