

YARA AMMAR

COMMUNICATION &
MEDIA

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Beirut, Lebanon

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PROFILE

Proficient communicator with expertise in both verbal and written formats, effective presentation skills, and a strong grasp of communication theories. Experienced in research, data analysis, and digital media, with excellent organizational and time management skills. Adaptable, creative, and culturally sensitive, capable of excelling independently or in team environments

WORK EXPERIENCE

Project Associate

UNHCR/ Telesupport- Jal El Dib December 2024 -- Present

- Conduct outbound and inbound calls with refugees to listen to their concerns, document issues, and provide assistance.
- Facilitate communication between refugees and support services, ensuring effective problem resolution.
- Identify urgent cases and escalate them to appropriate channels for resolution.
- Use empathy and cultural awareness in communication to build trust with refugees while ensuring their information remains confidential.
- Maintain accurate record of interactions while adhering to organizational guidelines and ensuring compliance with data protection policies.

Sales & Marketing Specialist

JA Uniforms, Jdeideh, AL Matn, Lebanon June 2024 -August 2024

- Developed and executed targeted advertising campaigns across various platforms, including LinkedIn, to enhance brand visibility and drive sales.
- Created compelling ad content tailored to the B2B market, focusing on industries such as hospitality, construction, education, and security.
- Designed and implemented specialized campaigns for meat industry clients, leveraging market insights to optimize reach and engagement.
- Utilized data-driven strategies to measure and improve ad performance, ensuring alignment with company goals and customer needs.
- Collaborated with cross-functional teams to align marketing initiatives with sales objectives, resulting in increased lead generation and conversion rates.
- Conducted market research to identify trends and opportunities, informing campaign strategies and product positioning.

Marketing Communication Specialist Intern

Chedid Capital, Baabda, Lebanon January 2024 -March 2024

- Created ads across various platforms, optimizing for SEO and tracking ROI through campaign analytics.
- Implemented innovative marketing strategies based on thorough research to maximize ROI.
- Boosted digital presence and customer engagement through strategic promotional activities.
- Collaborated with cross-functional teams to ensure consistent brand messaging and communication across channels.

EDUCATION

Bachelor of Arts in Communication Studies

2021-2024

YORK UNIVERISTY

Glendon College/ College
Universitaire Glendon, B.A,
Bilingual, Hons

SKILLS

- Project Management
- Problem Solving
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Canva
- KPI
- Meta Ad
- LinkedIn Ad
- Buffer
- Social Media Marketing
- Google Ads
- Pack Office
- HubSpot
- SEO/SEM
- B2B Marketing
- Campaign Management
- iMovie
- Microsoft Office

LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Fluent)
- Spanish (Basic)

Communication Intern

World Vision, Beirut, Lebanon

May 2023 - June 2023

- Assisted in developing and executing communication strategies to increase awareness of humanitarian issues.
- Conducted research and created communication materials with accurate and persuasive messaging.
- Contributed to event planning and execution for fundraising initiatives.
- Collaborated in creating engaging content for diverse platforms.
- Demonstrated strong written and verbal communication skills across various channels.
- Supported media relations, including coordinating interviews and handling media inquiries.

Marketing Assistant Intern

Volta Energy, Toronto, Canada

January 2023-April 2023

- Assisted in the development and implementation of the company’s communication.
- Conducted market research to identify potential target audiences.
- Created content for social media platforms, websites, and newsletters.
- Assisted with event planning and execution

V O L U N T E E R

Researcher/ Coordinator

AWFA-NGO, Ain-Ebel, Lebanon

September 2024 -Present

- Conducted via phone calls to gather information on individuals and families displaced from Ain Ebel due to conflict, documenting their current locations and urgent needs.
- Compiled, organized, and maintained a detailed database to track the displacement status and facilitate coordination of relief efforts.
- Provided insights and reports from survey data to support strategic decision-making for aid distribution and long-term planning.

C E R T I F I C A T E S

- **Digital Advertising 101 - SEMrush**
Issued October 2024
- **Digital Marketing Internship Programme - Girls in Marketing**
Issued October 2024
- **How to increase sales on Shopify with content Marketing - SEMrush**
Issued September 2024
- **Google Ads Certification for beginners - Coursera**
Issued September 2024