

# SARAH ABOU FARES



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Bekaa / Beirut

## PR PRACTITIONER

I am a 23-year-old graduate with honors and a master's student currently working on my thesis. With a passion for strategic communication, I am pursuing a career as a Public Relations practitioner. I thrive on creating meaningful connections, managing brand messaging, and enhancing visibility for organizations. My academic background has equipped me with critical thinking, research, writing, a little bit of marketing, social media and media relations skills.

## EDUCATION

2023-2025

### Lebanese University

Masters in Corporate Communication

2020-2023

### Lebanese International University

Bachelor in Public Relations with Honors

## SKILLS

- Research
- Communication
- Marketing
- Social Media Management
- Customer Service

## WORK EXPERIENCE

### Team Leader / Social Media management

Butee /RAF ID - 2024

- Led customer and agency follow-up to ensure smooth communication and timely responses.
- Managed and curated social media content, including posting, engagement, and audience growth.
- Captured and edited product photography to enhance brand identity.
- Conducted market research to identify trends and recommend new products for development.