

# Aya Saiid

## MARKETING

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### PROFESSIONAL SUMMARY

A marketing graduate with a proven track record in customer service, influencer marketing, and sales. Experienced in empowering brands, supporting community-based initiatives, and managing remote teams. Skilled in negotiation, communication, and digital marketing, with a passion for helping brands grow and make an impact.

**Phone:**

+961-3266769

**Email:**

ayasaiid396@gmail.com

**Address:**

Lebanon

**Birthday:**

16/08/2002

### EDUCATION

**Bachelor of Business Marketing**

**AZM UNIVERSITY**

**09/2021 - 12/2023**

### EXPERIENCES:

**STEL Brand**

**Executive Assistant**

Lebanon, Remotely

09/2024 - 11/2024

- Manage diary and schedule meetings and appointments.
- Make travel arrangements.
- Take dictation and minutes. Source office supplies.
- Produce reports, presentations and briefs.
- Devise and maintain the office filing system

**Pharmacy**

**Sales Representative/ Customer service**

North Lebanon

12/2022 - 07/2024

- Provide excellent customer service to clients
- Build relationships with healthcare professionals and provide them with accurate information

**BG MEDIAZ**

**Influencer Marketing Executive**

Dubai - Remotely

7/2023 - 07/2024

- Executed strategic influencer campaigns to drive brand awareness and engagement
- Optimized campaign performance and provided actionable insights to clients
- Strong communication skills and creativity allowed me to effectively convey brand messaging and build authentic connections with influencers
- A deep understanding of social media dynamics and the ability to drive impactful results
- Successfully collaborated with influencers across various follower ranges including micro-influencers in categories such as fashion, beauty and travel
- Experience with micro-influencers has provided insight into the power of niche communities and their impact on brand growth

**MIP-MANDY CARE**  
**Medical Representatives**

North Lebanon  
09/2023 - 12/2023

- Be knowledgeable about the products and medications in the pharmacy
- Build strong communication skills

**AZM University**  
**Administrative Assistant**

Lebanon  
01/2022 - 04/2022

- Managing schedules
- Handling communications
- Performing various office tasks
- Attention to detail
- Strong communication abilities

## **CERTIFICATIONS**

- Certified Customer Experience Professional
- Certificate in completing the Internal Auditing Education
- Partnership program at AZM University.
- AL MOLTAQA Bootcamp Accounting 5 months
- Certificate of achievement in INJAZ Lebanon Innovation camp that introduces youth to Entrepreneurship.
- Certificate of achievement in Practical Lebanese Accounting Module Under SPARKS skills training Education program Certificate of completion the Audit Report-The Quality Angle workshop.
- Certificate in AUF National student Entrepreneurship competition Certificate in Digital marketing (HUBSPOT Academy)

## **SKILLS**

- Social media marketing
- Sales Experience
- Negotiations skills
- Copy Writing
- Interpersonal communication skills
- Fluent in English
- Managing social media platforms
- Communication skills
- Critical thinking
- Fast learner
- Highly motivated Problem solving
- Organization and time management skills
- Great team work spirit