

SARAH FARHAT

ADVERTISING MAJOR

I am a Senior Advertising student at the Lebanese International University, passionate about creative strategy, storytelling, and consumer psychology. Skilled in Adobe Creative Suite and social media content creation, with 12+ academic projects across branding, PR, marketing and advertising. Seeking internship opportunities to apply fresh, impactful ideas that connect brands with their audiences.

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EDUCATION

Rosary School Muwaileh | 2007 - 2012

American International School | 2012 - 2016

Al Asr International School | 2018 - 2022

Lebanese International University | 2022 - present

- Bachelor's in Advertising - Expected Graduation: Fall - 2025-2026
- **Relevant Course work:** Advertising Campaign Design & Pitching, Psychology of Advertising, Branding & Corporate Identity, Advertising Creativity & Storyboarding, Media Planning & Audience Analysis, Public Relations Principles, Advertising Copywriting, Mobile Media, New Media in Advertising, Design Software, Photography, Marketing Theory and Principles & Radio-TV Announcing.

PROJECTS

Lumina Sunscreen Campaign

Branding and Corporate Identity - Sixth Semester

- Built a full campaign from scratch for a fictional Lebanese sunscreen.
- Defined brand positioning, audience, tone, and visual style.
- Applied consumer psychology to guide messaging and slogan.
- Designed the slogan, moodboard, and campaign plan from start to finish.

The Frame Camera Campaign

New Media in Advertising - Sixth Semester

- Created a campaign for a Lebanese camera brand inspired by Fujifilm.
- Designed a new logo and came up with a fresh, meaningful slogan.
- Posted campaign content on Instagram and TikTok to test engagement.
- Focused on nostalgia, creativity, and strong local identity through visuals and brand voice.

LibanPost Animated Campaign

Advertising Campaign Design - Seventh Semester.

- Created the falcon mascot “Barid” and built the campaign idea around it.
- Followed a client brief asking to show that LibanPost is growing and performing well.
- Highlighted speed, innovation, and national connection through animation.

Middle East Airlines (MEA) Storyboard

Advertising Storyboard - Seventh Semester

- Wrote a full storyboard showing Lebanese people returning home from abroad.
- Used poetic narration that continues across the scenes.
- Focused on emotional storytelling that fits MEA’s brand message.
- Developed each scene and transition carefully on my own.

SKILLS

- Creative Strategy & Brand Storytelling
- Campaign Planning & Content Creation
- Copywriting for Ads & Social Media
- Storyboard Writing & Visual Direction
- Market Research & Audience Analysis
- Social Media Management (Instagram, TikTok, Facebook)
- Team Collaboration & Pitching Skills

TECHNICAL SKILLS

- Adobe Photoshop, Illustrator & Premiere Pro
- Photography & Video Editing
- Microsoft Word, Excel & PowerPoint
- Canva & Google Workspace

LANGUAGES

- Arabic (Fluent)
- English (Fluent)
- French (Basics)