
YASMINE AL JURDI

Choueifat, Lebanon | +96181701284 | yasminealjurdi4@gmail.com | [LinkedIn](#)

Career Profile

Public Relations and Corporate Communications graduate with a strong passion for corporate direction. I believe every individual is a unique social entity with distinct needs and beliefs, contributing to a dynamic organizational environment. Employees should feel valued and empowered within a supportive and inclusive workplace. I am passionate about organizations that prioritize emotional intelligence as much as intellectual capability.

Experience

Business Development Representative | Kangaroo Rewards | July 2024 – Present

- Identifying and qualifying potential leads through research, cold calling, and email outreach, contributing to the sales pipeline.
- Conducting thorough market research to pinpoint target industries and key decision-makers within organizations.
- Engaging with prospects to understand their business needs and challenges, effectively communicating how our solutions could address those needs.
- Scheduling meetings and product demos between qualified leads and the sales team, ensuring a seamless handoff for closing opportunities.
- Maintaining and updating customer data in the CRM system, Hubspot, tracking all interactions and ensuring accurate reporting.

Marketing Internship | Pets of Lebanon | Jan 2024 – July 2024

- Monitoring data using tools like Hotjar, Google AdSense, and Google Analytics.
- Creating engaging content for the website and social media platforms.
- Utilizing Canva for designing marketing materials and graphics.
- Analyzing market trends and customer feedback to optimize marketing efforts.

Corporate Communications and Marketing Internship | HEXA Lebanon | Nov 2023 – Jan 2024

- Proposing and collaborating on the implementation of an HR software app aimed at real-time employee tracking and performance monitoring.
- Collaborating closely with senior personnel to tailor organizational structures.
- Actively engaging with stakeholders at events to gather valuable insights.
- Conducting extensive market research and developing a database for potential collaborations.
- Composing professional emails to clients and initiating cold calls.
- Optimizing website content for SEO to drive business opportunities.

Education

Master Degree in Corporate Communications | Present

Lebanese University – Faculty of Information

Bachelor Of Arts in Public Relations and Corporate Communications | June 2024 Lebanese University – Faculty of Information

Highschool Degree in Life Sciences | June 2020
Choueifat Official Secondary School

Skills & Abilities

- Interpersonal Communications
- Writing and Editing Skills
- Copywriting
- Content Knowledge and Development
- SEO Knowledge
- Employee Engagement Strategies
- Business Development
- Human Resource Management
- Business Communications
- Branding and Identity
- Media Relations
- Analytical and Strategic Thinking
- Market Research and Analysis
- Media Monitoring
- Canva Design
- Project Management Skills

Certificates

Mastering Journalism – Ministry of Information	Sept 2023
Introduction to Digital Journalism – Reuters	Feb 2023
E-commerce - UNICEF (GIL)	Jan 2023
Emotional Intelligence – UNICEF (GIL)	Dec 2022
Financial Boot Camp _ UNICEF (GIL)	Aug 2022
Creative Thinking _ UNICEF (GIL)	July 2022

Languages

Arabic **C2**

English **C1**

