

# Aya Farhat

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## EDUCATION

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### American University of Beirut

Beirut, Lebanon

*Bachelors in Business Administration*

Graduating 12/2025

- Relevant Coursework: Customer Experience Design, Retailing and Merchandise, Digital Marketing Strategy, Public Relations, Strategic Brand Management, Consumer Behavior, Business Finance, Financial Accounting, Business Statistics, Managerial Accounting, Business Law, and Business Ethics.

### American International School of Kuwait

Hawally, Kuwait

*International Baccalaureate Diploma*

Graduated 6/2022

- Business HL, Biology HL, English HL, Math AA SL, Chemistry SL, Arabic SL.

## WORK & COLLABORATIVE EXPERIENCE

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### ScamScans

Beirut, Lebanon

Marketing Intern

07/2025– 09/2025

- Conducted social media audits (Instagram, TikTok, YouTube, X) and demographic/competitor research to identify growth opportunities.
- Created infographics, campaign concepts, and video scripts highlighting real scam cases to raise awareness and engage travelers.
- Contributed to brand identity development through creative templates, logo concepts, and campaign aesthetics.
- Took initiative in coordinating with other interns, scheduling weekly goals, and ensuring effective communication across tasks.

### Tiger Sport

Nabatieh, Lebanon

Intern

05/2025-07/2025

- Conducted social media audits and supported brand strategy development
- Collaborated with accounting, operations, and sales teams to align marketing with business performance
- Managed stock-in, stock-out, and daily sales data using Minerva ERP software
- Assisted with inventory tracking and sales adjustments
- Performed administrative tasks and supported daily retail operations
- Helped develop KPIs and marketing recommendations based on internal data analysis

### Amideast

Beirut, Lebanon

English Language Department Intern

06/2024 – 08/2024

- Assist visitors and callers, providing accurate information and referrals.
- Support administrative tasks like registration, logs, and report preparation.
- Promote English language courses to visitors and clients.
- Handle data entry, evaluation, and feedback reports.
- Collaborate on special projects and support departmental programs.

## **The Red Academy Competition**

**Beirut, Lebanon**

### **Finalist**

**04/2025**

- Finalist – Red Academy x Memac Ogilvy Marketing Challenge
- Competed in a 3-round marketing strategy challenge hosted by Memac Ogilvy and AUB
- Collaborated with a team to analyze brand positioning, campaign strategy, and marketing effectiveness
- Presented campaign analysis and strategic recommendations to the board of Memac Ogilvy
- Selected as one of the top 3 finalist teams among competitive student groups from AUB

## **Publications**

[The Droplet Effect: How corporates may want to divert their focus to minor changes within their business strategies.](#)

## **ACTIVITIES & INTERESTS**

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- Co-founded and managed a mental health awareness Instagram blog with interviews and content strategy (2020–2021)
- Volunteered with Earth's Call Organization on environmental campaigns and cleanups in Lebanon (2022–present)
- Led student-organized beach cleanups in Kuwait, coordinating regular environmental efforts (2021–2022)
- Co-created and presented an illustrated children's storybook to a kindergarten classroom (2022)
- Participated in AUB Outdoors as part of the Games & Activities Team (2024) and Security Team (2025)
- Member of Speech & Debates Club, enhancing public speaking and critical thinking skills (2020)
- Member of the National Honor Society, recognized for academic and leadership excellence (2020–2021)

## **SKILLS, CERTIFICATIONS/TRAINING**

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**Languages:** Fluent in Arabic and English; Beginner in French.

**Technical Skills:** Microsoft Office, Excel, Canvas, Minerva Software, ProClass Software, Video Editing

**Other Skills:** Collaborative, Communication, Public Speaking, Time Management, Creative Writing, Leadership Skills, Customer Service, Resilient, Team Player, Adaptive

**Certifications/Training:** Public Relations Certification by Simsternship Stukent

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