Mounya El-Said

LinkedIn - Email: mounya.elsaid@hotmail.com - Phone: +961-76503186 - Beirut, Lebanon

Education

Lebanese American University, Beirut, Lebanon
Master of Arts in International Relations (IR) - Present

Lebanese American University, Beirut, Lebanon
Bachelor of Arts in Communication - *June 2024*
- ***Relevant Coursework:*** Crisis Communication and Conflict Management - Principles of Advertising - Writing for Adv. & PR - Media Research Methods - Adv. Public Speaking

Work Experience

Lebanese American University (LAU), Lebanon, January 2025 - Present
Research Assistant - Department of Political & International Studies
- **Literature Review & Data Collection:** Conducted comprehensive research on decolonization and Global South studies, compiling data across Latin America, Africa, and Asia.
- **Archival Organization:** Digitized and organized research materials to support faculty projects and academic accessibility.

GraFix, Lebanon, June - August 2025
Social Media Intern
- **Account Management Support:** Assisted in client communication and coordinated overall social media posting schedules to ensure alignment with client expectations.
- **Content Writing:** Created compelling copy for social media posts, blogs, and campaign materials tailored to diverse client brands.
- **Content Management & Execution:** Scheduled and published content via Meta Business Suite and developed targeted ad campaigns through Meta Ads Manager to ensure brand consistency, maximize reach, and boost engagement.
- **Analytics & Optimization:** Monitored performance metrics to adjust strategies and maximize impact across platforms.

Teach For Lebanon (TFL), Lebanon, November 2024 - January 2025
Communications Intern
- **Digital Content Creation:** Developed and managed social media and YouTube content, applying SEO best practices to increase reach and subscriber growth.
- **Analytics Reporting:** Utilized Meta Business Suite, LinkedIn Analytics, and YouTube Studio to track campaign effectiveness and inform strategic decisions.

Certificates
- Google Skillshop (eLearning), AI-Powered Performance Ads Certification
- Google Skillshop (eLearning), Google ads Creative Certification
- Microsoft Public Relations and Communications Associate Professional Certificate
- Social-Behavioral-Educational Researcher - CITI Program

Skills
Hard skills: Microsoft Office Suite (Word, PowerPoint, Excel)
Languages: Professional Fluency in both Arabic & English