

Aya Farhat

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EDUCATION

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

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

- 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

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
