

# YASMINA TAHA

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**Address:** Beirut, Lebanon

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## EDUCATION

**BS in Business-Marketing**

**Minor in Psychology**

**GPA: 3.45**

*Lebanese American University*

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## WORK EXPERIENCE

**MEDIA PLANNING INTERN - WPP MEDIA**

**OCT 9 2025 - DEC 31 2025**

**Client: AUB**

- Produced weekly (Excel) and monthly (PowerPoint) campaign performance reports highlighting insights and KPIs (leads, impressions, CR, etc.) from Meta Ads Manager, Google Ads, and LinkedIn Ads.
- Managed client communications via email, ensuring timely execution of requests and deliverables.
- Attended client meetings and documented feedback, action items, and campaign adjustments.
- Updated media plans, monitored campaign budgets, and supported invoicing and billing coordination.
- Prepared monthly budget actualization sheets, tracking planned vs. actual spend.

**Client: Ferrero**

Conducted market research on Iraq's retail landscape for Ferrero Group.

**Client: Total Energies**

- Supported TotalEnergies boosting workflow by delivering approved content briefs (budget, objective, post details) to the performance team.
- Conducted a research that provides an overview of the e-commerce landscape in Lebanon focusing on retail items and competitor analysis.

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## EXTRACURRICULARS

Volunteer | LAU Summer Camp

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- Fluent in English, Arabic and French
- Fast Learner, Time Management, Ability to work under pressure