

Ghida Hashem

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Career Objective

My primary career goal is to exercise my skills and creativity into meaningful work that creates value while gaining insightful experiences that foster continuous growth and self-improvement. Accomplishing this objective is a plan I am determined to fulfil as I attain practice and take advantage of prospective work opportunities.

EDUCATION

American University of Beirut

2021 - 2024

Bachelor of Business Administration in Marketing | Beirut, Lebanon

Saint Mary's Orthodox College

2006 - 2021

Lebanese Baccalaureate in Economics and Sociology | Beirut, Lebanon

EXPERIENCE

MCN | Middle East Communication Network, Internship (June – August 2024)

UM | *Beirut, Lebanon*

- Operations: invoice and booking order scheduling
- Performance: running ads online
- Planning: media plan formulation

Memac Ogilvy | Marketing Communication Network, Internship (January 2025 – February 2025)

Beirut, Lebanon

- *Social Media and PR.*
- *Formulated content creation ideas across different social media platforms for activation and awareness.*
- *Monitored social media channels for industry trends and competitor activities.*
- *Conducted research on emerging social media trends and provided recommendations for adoption.*
- *Collaborated with the marketing team to align social media content with broader marketing initiatives.*

The Hashbites | Online Dessert Shop (August 2025 – present)

Beirut, Lebanon

Project Management:

- *Comprehensive and cross functional project and business operations management*
- *Market research and benchmarking*
- *Supplier coordination*
- *Product development and testing*
- *Inventory management*

Marketing:

- *Social media management (instagram)*
- *Content planning and creation*

PROJECTS

- L'oreal Brandstorm 2022 (creative display)
- Red Academy 2023 at AUB
- M&C Saatchi Group RIFAI marketing campaign
- Digital MKTG: Google display ads – Website Creation

EXTRA CURRICULAR ACTIVITIES

- Volunteered as an MUN coach where I
 - introduced new delegates to the concept of MUN
 - assisted them in enhancing their public speaking and teamwork skills
 - explicated the research process
 - developed their writing skills
 - prepared them for the final conference
- Completed community service in AUBMC
- Participated in beach clean-up community service activities
- Lead the Senior Decorating Committee and managed all senior events at school
- Organized an Autism Awareness Event
- AUB OUTDOORS 2024 – construction/architecture committee and entertainment committee
- UNICEF Club at Aub (2023-2024)

- Feed the Need initiative volunteer work

CERTIFICATIONS

- **Completed A1, A2, and B1 levels in French language assessment (DELF/Diplome D'etudes En Langue Francaise)**
- **Completed A1 level in Italian language education**
- **Model United Nations** in LAU
 - A two day conference, in which I
 - Conducted research
 - Prepared and presented several speeches
 - Exercised my problem solving, diplomacy, negotiation, public speaking, and crisis management skills

SKILLS

Languages: Fluent in English and Arabic with conversational level in French and Italian (writing, reading, and speaking)

Computer Skills: Proficiency in MS Word, Excel, PowerPoint, Outlook.

Soft Skills: Strong leadership, communication (verbal and written), stress and time management, problem solving, critical and analytical thinking, adaptability, questioning, reporting, planning, and coordination.

