

Yara Moawya

Content Writer

Beirut, Lebanon | yara17moawya@hotmail.com | [LinkedIn](#)

Creative and passionate writer skilled in writing emotionally-driven content, with more than three years of experience in creative writing. Experienced in managing social media accounts and blending graphic design with photography to create visually compelling narratives.

WORK EXPERIENCE

Content Creator and Copywriter Intern (part-time)

InternGrub | *March 2025 – Present*

- Conduct in-depth keyword research and assemble a targeted list of SEO keywords that guides the content strategy.
- Write a pre-launch SEO-optimized press release to promote the platform's official debut.
- Rewrite and reorganized webpage content with a focus on SEO, clarity, and user experience.
- Create engaging social blogs for publication on the company's main platform.

Social Media Management

Quico Tech | *June 2025 – September 2025*

- Researched trends and created content ideas tailored to the target audience supported by a consistent and strategic content calendar
- Designed compelling visual content aligned with the brand identity, enhancing the page's aesthetic
- Wrote engaging captions and short-form scripts for social media, ensuring CTAs that increase lead generation
- Managed Meta Ads campaigns, including ad creation and boosting, resulting in increased brand awareness and audience growth

Editorial Assistant (Part-Time)

Wellness Division | *June 2025 – July 2025*

- Conducted in-depth research on assigned topics, and gather facts, statistics and supporting information.
- Generated original content ideas aligned with editorial goals
- Sourced and suggested creative relevant content ideas for social media inspiration and engagement
- Keyword research for SEO optimization

Social Media Manager

Beit Beauty | *August 2024 – December 2024*

- Scheduled content to post at specific times across various social platforms to maximize engagement and reach.
- Regularly monitored social media insights to track performance
- Crafted compelling captions and ensured the CTA to drive audience interaction and action
- Created and shared stories for social platforms to provide information, capture attention and encourage engagement.

PROJECTS

- **3 Ways to a Slow-Paced Life** - *January 2025* – Article: Explored the impact of a fast paced lifestyle and provided practical tips for embracing a mindful slower lifestyle.
- **Macbeth** – *October 2024* – Book Review
- **Eat Pray Love** – *October 2024* – Book Review
- **Love** – *August 2024* – Personal Reflection: A deep dive into the meaning of love through personal reflections and insights from different perspectives.
- **Rich Dad Poor Dad** – *September 2024* – Book Review, [published on Wellness Division](#)
- **Top 5 Self Help Books** – *August 2023* – Article: Recommending 5 self-help books that cover different aspects, with a brief summary of each book.

EDUCATION

Lebanese University

Bachelor of Arts in Public Relations and Corporate Communications – *June 2024*

CERTIFICATES

- **The Fundamentals of Digital Marketing** – Google Digital Garage – *May 2023*
- **Certification of Social Media Marketing** – HubSpot Academy – *July 2023*
- **Content Marketing Certification** – HubSpot Academy – *March 2025*
- **SEO Certification** – HubSpot Academy – *March 2025*

SKILLS

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| • Canva | • SEO |
| • CapCut | • Copywriting |
| • Social Media Management | • Communications |
| • Editing and Graphic Design | • Critical Thinking |
| • Photography | • Empathy |
| • Videography | • Curiosity towards newly acquired information and ideas |
| • Creative writing | • Creativity |
| • Content Writing | • Powerful Self and Time Management |
| • Keyword Research | |

LANGUAGES

- Arabic: Native
- English: Proficient
- Turkish: Beginner

