



# Shaymaa Madani

## Internship

✉ shaymaaalmadani@gmail.com    ☎ +961 81 836 034    📍 Beirut, Lebanon

Recent Advertising graduate with a strong foundation in campaign planning, media strategy, and creative execution. Experienced in developing academic projects that combine strategic thinking with creative storytelling. Detail-oriented, fast learner, and highly motivated to gain hands-on experience through an internship in advertising, marketing, or communications.

---

### EDUCATION

---

<b>Bachelor of Arts in Communication Arts - Advertising,</b> <i>Lebanese International University</i>	10/2023 – 01/2026 Lebanon
<b>Architecture Design and Built Environment Interior Design,</b> <i>Beirut Arab University</i> Unfinished	09/2022 – 05/2023 Lebanon
<b>Lebanese Baccalaureate- Sociology and Economics, <i>Bayader School</i></b>	09/2021 – 07/2022 Lebanon

---

### PROFESSIONAL EXPERIENCE

---

<b>Social Media Intern, <i>HR Solutions by Zeina Kattan</i></b> • Prepared weekly social media calendar • Created posts for Instagram and LinkedIn using Canva • Edited Instagram reels on Capcut • Uploaded approved material on platforms and responded to comments	02/2026 – Present
---	-------------------

---

### ACADEMIC PROJECTS

---

#### Campaign Planning

Developed integrated advertising campaigns including objectives, target audience analysis, key messages, and media strategy  
Worked on corporate and tactical campaign concepts for real and hypothetical brands

#### Storyboard Writing for Campaigns

Wrote storyboards for TV and digital ads  
Translated campaign ideas into clear visual and narrative sequences

#### Branding Strategy

Developed complete brand identities including naming, positioning, brand values, and tone of voice  
Created visual identity elements and ensured consistency across touchpoints

#### Marketing Strategy

Conducted basic market and competitor analysis and applied branding and positioning concepts

---

### SKILLS

---

#### Creative Skills

Copywriting  
Basic Photography

#### Personal Skills

Fast Learner  
Strong Attention to Detail

#### Technical Skills

Adobe Illustrator  
Adobe Photoshop  
Microsoft Word, Powerpoint, & Excel

---

## LANGUAGES

---

Arabic Language

English

Available for internship opportunities in advertising, branding, creative strategy, and digital marketing.