

Reem Hamwi

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Profile

Driven and detail-oriented Public Relations student with hands-on experience. Worked in supporting events, managing content for publications and social media for the university and worked in brand development, market research, PR planning, and content coordination. Eager to contribute creative ideas, strong organizational skills, and a collaborative mindset to help elevate an organization's public image and outreach efforts. Passionate about storytelling, event coordination, and building meaningful connections between organizations and their audiences.

Experience

Emile Rassam, Mkhalles

Internship in the Brand Development & Marketing Department

Sep 2025-Oct 2025

- Contributed to the creation of Willow Aubrey brand guidelines (brand essence, visual style, voice, social & sustainability).
- Conducted brand, market and audience research.
- Developed a PR plan and media kit to increase brand awareness across Lebanon & the MENA region.
- Prepared budget, resource plan and timeline for PR/marketing execution.
- Designed updated 2026 email signatures for Emile Rassam clients.
- Assisted on Fall/Winter photoshoot: styling, wardrobe management and behind-the-scenes content.
- Organized the yearly marketing calendar and refined presentation design for the Brand Guidelines.

American University of Science and Technology, Beirut

Student Assistant – Continuing Learning Department (CLD)

Feb 2024 – Feb 2025

- Guided 500+ students in crafting professional CVs and preparing job applications.
- Identified and shared weekly job openings with students through internal platforms.
- Communicated with 50+ companies for internships, recruitment fairs, and student events.
- Handled front-desk responsibilities including calls, emails, and visitor inquiries.
- Managed data entry tasks and flagged important communications for follow-up.

American University of Science and Technology, Beirut

Student Assistant – University Media Studio

Oct 2023 – Jan 2024

- Supported students in creating audio/video projects using campus radio & TV studios.

- Wrote 5+ articles and event briefs for the university's Midweek Magazine and social media.
- Operated cameras and assisted with technical setup during department events.

Education

American University of Science and Technology (AUST), Beirut

Bachelor's Degree in Public Relations

2022 – 2026

Adventist Mousseitbeh Secondary School, Beirut

Lebanese Baccalaureate – Sociology & Economics

2020-2022

Certificates

- Microsoft Word 2019 – Microsoft Certified Associate (2023)
- Microsoft PowerPoint 2019 – Microsoft Certified Associate (2023)

Skills & Abilities

Technical Skills

- Microsoft Office (Word, PowerPoint, Excel)
- Canva
- Basic Photoshop skills
- AI tools (OpenArt, Google AI Studio, Qwen, ChatGPT)
- Basic Video Editing (Cap Cut)

Soft Skills

- Excellent Communication & Teamwork
- Strong Organization & Time Management
- Adaptable under pressure
- Detail-Oriented & Dependable

Languages

- Arabic- Native
- English- Fluent