

Mounya El-Said

[LinkedIn](#) - Email: mounya.elsaid@hotmail.com - Phone: +961-76503186

Brief Summary

Research Assistant and MA student in International Affairs with internship experiences in the field of communications & social media and a strong research experience in academia. In communications and social media, I have developed skills of negotiation, client management, managing social media accounts with a focus on KPIs, and delivering presentations. In academic research, I am an author of a publication, which reflects my skills of coordination between a team, meeting deadlines, high-quality research skills in gathering, evaluating and synthesizing information from diverse sourcing and an author of publication.

Education

Lebanese American University, Beirut - Lebanon, Present

Master of Arts in International Affairs

- **Relevant Coursework:** International Mediation & Peace Making in Civil Wars - Security Studies - The Middle East in World Affairs, Research Methods, International Political Economy
- **Scholarships:** Graduate Research Fellowship (GRF)

Lebanese American University, Beirut - Lebanon, June 2024

Bachelor of Arts in Communication

- **Relevant Coursework:** Crisis Communication and Conflict Management - Principles of Advertising - Writing for Adv. & PR - Media Research Methods - Adv. Public Speaking

International Experience

Exchange Student, Euro-Mediterranean University, Koper, Slovenia, February - May 2026

Specialization: Digitalization and Human Rights

- **Relevant Coursework:** Data Protection & Digital Users' Rights, Human Rights in the Digital Age
- **Awarded Erasmus + Exchange Scholarship**

Publication

El Said, Mounya; Jegerić, Denijal; and King, Gretchen (*in preparation*). Perpetuating Orientalism: An Analysis of Editorials about the Gaza Genocide in *The New York Times* and *The Guardian*. Being prepared for publication with *Media, Culture and Society*.

Research Experience

Lebanese American University (LAU), Beirut - Lebanon, January 2025 - Present

Graduate Research Assistant - Department of Political & International Studies

- **Literature Review & Data Collection:** Conducted comprehensive research on decolonization and Global South studies, geopolitical origins of capitalism, modernity & multiple modernities, compiling data across Latin America, Africa, and Asia.
- **Archival Organization:** Digitized and organized research materials to support faculty projects and academic accessibility.

Lebanese American University (LAU), Beirut, Lebanon, September - December 2024

Research Assistant - Department of Political & International Studies

- Assisted faculty in research on decolonization and the Global South through literature reviews, data collection, and comparative analysis across Latin America, Africa, and Asia.
- Organized research materials into a digital archive and supported academic integrity by supervising student exams.

Internship Experience

GraFix, Lebanon, June - July 2025

Social Media & Content Writer Intern

- Managed and scheduled content across multiple client accounts using Meta Business Suite, ensuring brand consistency and maximizing audience engagement through data-driven strategies.
- Conducted SEO research and wrote optimized content including blog posts, social media captions, and campaign materials to enhance visibility and drive organic traffic.

Teach For Lebanon (TFL), Lebanon, November 2024 - January 2025

Communications Intern

- Managed and created digital content across social platforms, optimized YouTube content using SEO best practices, and contributed to newsletters aligned with TFL's mission.
- Supported analytics reporting using Meta Business Suite, LinkedIn Analytics, and YouTube Studio, and contributed to campaign planning, stakeholder engagement, and market research.

Horae Group, Lebanon, July - September 2023

Strategic Communication Intern

- Conducted market research and helped develop a renewed communication strategy to improve brand positioning and client engagement.
- Edited website content to enhance clarity and alignment with brand identity, and recommended UX/UI improvements based on traffic and behavior analytics.

Certificates

- Google Skillshop (eLearning), AI-Powered Performance Ads Certification
- Google Skillshop (eLearning), Google ads Creative Certification
- Microsoft Public Relations and Communications Associate Professional Certificate
- Al Jazeera Media Institute (eLearning), Fact Checking Course Completion Certificate
- Al Jazeera Media Institute (eLearning), Vertical Storytelling Course Completion Certificate
- Al Jazeera Media Institute, Workshop of Media Ethics from the Global South
- Social-Behavioral-Educational Researcher - CITI Program

Skills

Research & Analysis: Data Collection & Validation, Literature Review, Critical Analysis, Report Writing

Technical Skills: Microsoft Office (Excel, Word, PowerPoint), Basic Data Analysis & Visualization, WordPress

Additional Tools: Google Analytics (Basic), SEO & Market Research Tools

Languages: Fluent in both Arabic & English