

Aya Firas Ramadan

Beirut, Lebanon | ayaedu654@gmail.com | [LinkedIn](#) | 78 952 880

Summary

Analytical and highly driven Marketing professional with a distinguished background in debating and strategic communications. Proven ability to dissect complex market trends and organizational challenges to deliver impactful, data-driven solutions. Expert in leveraging cutting-edge AI tools to generate multimedia content, including professional-grade imagery, video, and audio compositions. A recognized leader and orator, awarded for excellence in diplomacy and community advocacy, with a consistent track record of fostering high-performance team environments.

Education

Bachelor of Business Administration in Marketing, Modern University of Business and Sciences, Expected Graduation: 2027

Previously attended Haigazian University (2022-2025)

Work Experience

Media and Communications Intern | Boy With a Ball Lebanon, *October 2025 – January 2026*

- Engineered and executed a youth-centric content strategy that significantly boosted social media engagement metrics through relatable, high-impact storytelling.
- Successfully contributed to the End-of-Year Annual Appeal by assisting in campaign execution and audience outreach.
- Streamlined organizational communication by designing and scheduling automated email marketing campaigns via Mailchimp, ensuring consistent stakeholder touchpoints.
- Spearheaded visual brand consistency by managing design and publishing workflows through Canva and Meta Business Suite.

Freelancer - Social Media Marketing & Video Editing, 2024 – Present

Self-employed | @empowered.hu, @basketsofhopelb_

- Managed social media accounts for small businesses and campaigns to create comprehensive branding strategies, resulting in increasing engagement and visibility.
- Utilized AI applications to design, edit, and schedule content (posts, reels, stories) using Canva, Gemini, and Meta Business Suite.
- Collaborated with clients to establish branding strategies and digital presence.

Haigazian University Cafeteria Cashier, 2023 – 2025

- Managed high-volume cash transactions and inventory tracking with 100% accuracy in a fast-paced retail environment.
- Applied positive criticism and advanced communication skills to handle customer inquiries, consistently maintaining high satisfaction ratings.

PR & Media officer of the Haigazian Red Cross Club, *August 2023- September 2024*

- Designed and deployed multifaceted communication strategies that successfully engaged a wide-ranging student and school demographic.
- Successfully coordinated between schools to provide programs according to their needs and achieved measurable results with high satisfaction.

Involvement

Head of Planning – Lebanese Red Cross, Youth Sector, February 2025 – September 2025

- Directed the planning and logistical execution of large-scale youth sector events, ensuring all projects met rigorous organizational standards and timelines.
- Acted as the primary liaison between multiple internal and external parties to harmonize efforts and ensure successful event delivery.

Head of the Haigazian University Red Cross Club – Youth Sector, September 2024 – February 2025

- Orchestrated comprehensive volunteer management and project execution, leading a diverse team to achieve community service milestones

Chair-Person of the Student Life Committee – Haigazian University, November 2022 – May 2024

- Enforced strict adherence to university regulations across all campus clubs while maintaining complete confidentiality in sensitive complaint resolution.
- Drastically minimized inter-club miscommunications by implementing new reporting structures and fostering a culture of transparent dialogue.

Achievements

- Receiver of the “Dedicated,” “Supportive,” and “Highly Promising” Student Awards (2023-2025) at Haigazian University
- Published author in *The Herald Magazine* (5 editions)
- Winner of the Country statement award at the 8th LAU MAL, Arab Women Organization

Skills

Communication & Leadership: Strong Interpersonal Skills, Teamwork, Public Speaking, Group Facilitation, Leadership, Problem-Solving, Patience, Adaptability

Organization & Coordination: Event Planning, Activity Coordination, Time Management, Team Coordination, Crisis Handling, Responsibility Under Pressure

Marketing & Digital: Social Media Strategy, Content Creation, Campaign Management, Market Research, Analytics, Mailchimp, Canva, Meta Business Suite.

Communication & Leadership: Public Speaking, Negotiation, Stakeholder Engagement, Team Coordination, Event Planning, Project Management.

Languages: English (Professional Fluency), Arabic (Native Fluency).