

Mira Darazi

miradarazilb@gmail.com

PERSONAL STATEMENT

A dedicated multi-lingual student keen to grow my knowledge and expand my horizons in digital marketing, media, business, and digital culture. Experience running social media accounts for local events and fundraising on a school level.

EDUCATION

Hariri High School 2 / Beirut, Lebanon

Class of 2024

Economics & Sociology

Graduated with distinction

Ranked first in class throughout 2021-2024

Ranked first in Beirut and seventh in Lebanon in the Lebanese Baccalaureate Exams

Lebanese American University / Beirut, Lebanon

Current

Bachelor's in Business, Marketing

PROFESSIONAL EXPERIENCE

MOBY Media Group

Freelance Contributor / August 2024 – October 2024

- Collaborated in brainstorming sessions, pitching innovative ideas for a Gen Z-targeted platform and providing constructive feedback on concepts.
- Conducted research to identify and evaluate potential candidates for a specific platform strand.
- Collected and delivered raw material to support the platform's development, ensuring timely and accurate contributions.

Regency Travel and Tourism

Intern / June 2023 - September 2023

- Assisted with booking travel arrangements and organizing itineraries for clients.
- Supported day-to-day office tasks, including data entry and customer inquiries.
- Gained hands-on experience in the travel and tourism industry while enhancing organizational and communication skills.

Beybyplayy

Founder / June 2020 - June 2021

- Launched an online business specializing in custom song plaques, identifying a market gap during lockdown and addressing local demand.
- Managed all aspects of the business, including product creation, financial oversight, and social media marketing.
- Successfully sold nearly 100 plaques within a few months, showcasing entrepreneurial skills and market analysis expertise.

EXTRACURRICULAR

Leadership experience

Selected by school to lead a team of students to help ensure International Baccalaureate accreditation for the institution. Organised a team and trained them on responding to interview questions then communicated clearly and convincingly with representatives of the Accreditation Association and argued why our school deserves to be accredited. As a result of this, our school was able to launch its IB programme.

Creativity

Leading the student committee through the difficult task of raising money for prom by creating and managing events. This required creativity in generating ideas that would reel in as many people as possible and bring in the most income. My most successful event helped us raise more than a third of our budget goal through one basketball game. In addition, promoting student events creatively by making posters using Canva and Photoshop, in addition to filming and editing videos for Instagram and TikTok.

SKILLS

Programming languages: Beginner Python skills

Social media management: Tiktok, Instagram and Facebook

Image and video editing: Canva, Lightroom, Capcut

Languages: English (Fluent), Arabic (Fluent), Bulgarian (Fluent), French (Intermediate)