

# YARA CHMAYAA

Hazmieh, Lebanon  
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## EDUCATION

<b>Sept 2014 – Jun 2018</b>	<b>American University of Beirut (AUB)</b>	<b>Hamra, Lebanon</b>
<i>Bachelor of Arts in Media and Communications</i> – Graduated with Distinction, <u>GPA</u> : 84/100 – 3.54/4		
<u>Courses</u> : Research Methods, News Reporting and Writing, Creative Writing, Advertising, Public Relations, Writing for Advertising and PR, Digital and Media Literacy, Interpersonal Communication, Online Visual Media Lab, Digital Bootcamp Lab, Principles of Marketing.		
<u>Accomplishments</u> :		
<ul style="list-style-type: none"><li>• Dean's Honor's List for three semesters (AY 2016-2017, Fall 2017)</li><li>• Highest GPA in the Media and Communications Senior Class for Fall 2017</li><li>• First in class in Public Relations (with 97/100), second in Advertising (with 90/100)</li></ul>		
<b>Sept 2009 – May 2014</b>	<b>Grand-Lycée Franco Libanais</b>	<b>Achrafieh, Lebanon</b>
<i>French Baccalaureate</i>		

## WORK EXPERIENCE / INTERNSHIPS

<b>Present</b>	<b>Think Luxe</b>	<b>Achrafieh, Lebanon</b>
<i>PR Account Executive and Copywriter</i>		
<b>October 2018</b>	<b>TRACCS</b>	<b>Gemmayzeh, Lebanon</b>
<i>Internship in the Client Servicing Department</i>		
<ul style="list-style-type: none"><li>• Press releases, contacting suppliers, and planning activations</li></ul>		
<b>September 2018</b>	<b>Rowat PR</b>	<b>Sin El Fil, Lebanon</b>
<i>Internship – working with both the Client Servicing and Creative Departments</i>		
<ul style="list-style-type: none"><li>• Press releases, content creation for social media platforms, and planning activations</li></ul>		
<b>Sept 2017 - Aug 2018</b>	<b>Lebtivity</b>	<b>Jeita, Lebanon</b>
<i>Social Media Manager (Part time) / Freelancer</i>		
<b>May 2018</b>	<b>Impact BBDO</b>	<b>Hamra, Lebanon</b>
<i>Internship in the Client Servicing Department</i>		
<ul style="list-style-type: none"><li>• Competitive reviews, design briefs and followed up with the creative team</li></ul>		
<b>Feb – March 2018</b>	<b>Leo Burnett</b>	<b>Achrafieh, Lebanon</b>
<i>Internship in the Public Relations Department</i>		
<ul style="list-style-type: none"><li>• Research, competitive reviews, monthly reports, event planning and campaign planning</li></ul>		
<b>June 2017</b>	<b>MBC Lebanon</b>	<b>Jeita, Lebanon</b>
<i>Internship in the Digital Media Department</i>		
<ul style="list-style-type: none"><li>• Digital content creation and Social Media strategy planning</li></ul>		

**April 2013**

**L'Orient Le Jour**

**Hazmieh, Lebanon**

*Training*

## **EXTRA CURRICULAR ACTIVITIES**

**Sept 2016 – May 2017**

**AUB Student Affairs**

**Hamra, Lebanon**

*Work Study Program*

**Sept 2014 – May 2015**

**American University of Beirut (AUB)**

**Hamra, Lebanon**

- *Treasurer of the Cooking Club (2015-2016)*

## **MISCELLANEOUS**

**Languages:** English (fluent), Arabic (native), French (proficient), and Spanish (moderate);

**Software:** Very familiar with Microsoft Suite, Adobe Photoshop and Pixlr, Audacity and Premiere Pro, Wordpress, Social Media platforms;