

Yara Sawly

Digital Marketing Specialist

Beirut, Lebanon | yarasawly001@gmail.com | +961 81 096937 | [LinkedIn](#) | [my personal Website](#)

Digital Marketing Specialist with 3+ years of experience in media planning, paid campaigns, content management, and social media strategy. MBA graduate from the Lebanese University, skilled in executing campaigns, managing accounts, and producing marketing insights to drive brand growth and engagement.

Experience

Media Planner – GT Trainee | Omnicom

August 2025 | Beirut

- Completed a full media planning training covering client briefs, campaign reports, targeting, and budgeting.
- Conducted competitor analysis and collaborated with internal teams for campaign execution.

Ambassador | Hult Prize – Lebanese University Branch 5

December 2023 – February 2024 | Nabatieh

- Mentored students to develop business models and supported their entrepreneurial journey.
- Organized training sessions and led communication initiatives across student networks.

Forum Leader & Social Media Manager | AOHRC – Arab Observatory for Human Rights & Citizenship

July 2022 – June 2024 | Nabatieh

- Led youth forums and events on human rights awareness.
- Managed social media strategies and coordinated training workshops.

Content Manager | Athar Educational Community

January 2021 – March 2023 | Nabatieh

- Supervised a remote team of six writers, ensuring content quality and timely delivery.
- Built a strategic content calendar and increased audience engagement.

Content Writer & Student Representative | Centre Mine – Lebanese University

January 2024 – Present | Remote

- Created educational and entrepreneurship-focused content.
- Acted as liaison between students and the center, promoting programs and events.

Key Projects & Achievements

- **[SENTIO – L'Oréal Men's Grooming Competition](#)**: Co-created an AI-powered fragrance detection device; led concept and research phases.
- **Cosmaline Hijab Hair Care Strategy**: Conducted market study and built a marketing plan for hijab-wearing women. [Cosmaline Case Study](#)
- **UNICEF GIL Camp**: Developed business and marketing plans for startup pitching.

Skills

Digital Marketing: Media Planning, Paid Campaigns, Content Creation, Copywriting, reporting & Analytics.

Tools: Microsoft Office, Google Workspace, Canva, CapCut, Trello, AI Tools (ChatGPT, Copilot)

Soft Skills: Communication, Time Management, Problem Solving, Leadership, Public Speaking, Teamwork

Certifications

- **Nawaya Employment Hub Program (2025)**: CV writing, interviews, digital marketing, networking.
- **Digital Marketing Specialist – Rural Entrepreneur (2024)**: SEO, strategy, website building.
- **Ad Camp (2024)**: Social media ads and content writing.
- **Managing Paid Campaign – Edraak (2023)**: SEM and campaign optimization.
- **UNICEF GIL Camp (2023)**: Business planning and pitching.

Education

MBA – Master of Business Administration | Lebanese University – Branch 1 | Nov 2023 – Jul 2025

BBA – Bachelor of Business Administration | Lebanese University – Branch 5 | Sep 2019 – Oct 2023

Languages Arabic (Native) | English (Fluent)