

Abir Assaly

Personal Information:

Name: Abir Hamze Al-Assaly

Address: Beirut – Bourj Hammoud

Date of birth: 29/05/2001

Nationality: Lebanese

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Education:

- 2022- 2023

-M1 in Corporate Communication – Lebanese University Faculty of Information 2.

- 2019-2022

-BA in Advertising and Marketing communication – Lebanese University Faculty of Information 2.

- 2018-2019

-Lebanese Baccalaureate part II in Sociology and Economics – Lycee Laure Moughayzel Achrafieh.

Work Experience:

- 2025 – Present

MEA Flight Attendant

Delivered high-quality customer service while ensuring passenger safety and comfort

- 2022 – Present

Freelance Graphic Designer

- Specialized in creating impactful logos, cohesive branding, and compelling visual identities.
- Skilled in delivering tailored, high-quality designs that elevate brand visibility and ensure consistency across diverse platforms.
- Adept at collaborating with clients to transform ideas into visually striking and effective design solutions.

- **2022 – 2024**

Freelance Graphic Designer at Xerox Business Center XBC - Saloumeh

- Preparing a wide range of designs for clients, including logos, business cards, banners, flyers...
- Offering diverse graphic design services tailored to meet client needs across various industries.

- **2022 - 2024**

Graphic Designer at Albergo Hotel - Achrafieh

- Designed visually appealing menus, ensuring alignment with the hotel's branding and aesthetic.
- Managed color selection and printing essentials to deliver high-quality materials.
- Developed and implemented QR code solutions for seamless customer interaction and accessibility.

- **2016-2022**

Event Hostess

- Greeted and escorted guests, ensuring a welcoming atmosphere.
- Provided event info and addressed guest inquiries.
- Assisted with event coordination and team support.

- **2016-2022**

Promoter

- Engaged customers with product demonstrations and distributed promotional materials to drive sales.
- Generated leads, increased customer acquisition.

- **2019**

Sales Representative at Maison Sibon - Zalka

- Engaged with customers to drive sales and build lasting relationships.

Certificates:

- **The Strategy of Content Marketing – UC DAVIS – 14 November 2024**

An online non-credit course authorized by University of California, Davis and offered through Coursera

- **Finalist Award Certificate – F.A. Hosri Group – 9 June 2022**

For participating in “Unleash your creativity” contest 2022 organized by F.A Hosri Group Holding.

- **Adyan – Alwan Program – Institute of Citizenship and Diversity Management - 20 May 2018**

For Education on Living Together in the Shadow of Active Citizenship and Embracing Religious Diversity

Workshops & Training:

- **Brand Key** – Developed strategies for brand positioning and differentiation.
- **The Art of Pitching** – Learned effective pitching techniques to engage clients and stakeholders.
- **Intellectual Property** – Gained insights into protecting creative work and intellectual assets.
- **Creativity Against Collapse** – Enhanced creativity and problem-solving skills in challenging situations.

- **Marketing ROI** – Studied methods to measure and optimize return on investment in marketing.
- **Telling is not Selling** – Mastered the art of storytelling in sales and marketing.
- **Motivation in Times of Crisis** – Learned techniques for maintaining motivation and performance during difficult times.

Community Engagement Program

- **Completed 40 hours of training** focused on religious diversity, partnership building, and community service – Institute of Citizenship and Diversity Management - 20 May 2018
- **Participated in 60 hours of awareness** campaigns and executive activities aimed at fostering community development and social impact – Institute of Citizenship and Diversity Management - 20 May 2018

Language:

Arabic
English
French

Skills Highlights:

Excellent communication skills

Creative design

Innovative

Service-focused

Fast learner

Computer Skills (Microsoft office, Photoshop, Illustrator, video editing)

Hobbies & Interests:

Swimming

Sports