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Mounya El-Said
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Beirut, Lebanon

EDUCATION

Lebanese American University, Beirut, Lebanon **2021 - 2024**
Bachelor of Arts in Communication

Thouraya Fares Abou Alfa Public High School, Sidon, Lebanon **June 2021**
Lebanese Baccalaureate in Sociology and Economics

RELEVANT COURSEWORK

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- Crisis Communication and Conflict Management
 - Principles of Advertising
 - Writing for Advertising and Public Relations
 - Media Research Methods
 - Media and Society
 - Arab and International Media

CAPSTONE PROJECT

Research Paper Title: Between Facts & Framings: Examining the Western Media Coverage of the War on Gaza Through the Lens of Orientalism

INTERNSHIP EXPERIENCE

Horae Group, Beirut, Lebanon **July-September 2023**
Strategic Communication Intern

- Developed an updated communication strategy that involved building a new digital approach, company repositioning and corporate rebranding.
- Utilized market research and analytics to inform strategy and measure effectiveness.
- Revamped the website content to align with the company's identity, enhance reader engagement, and to effectively target the audience and market.
- Led the conceptualization and execution of new branding elements that improved the company's market presence.
- Redesigned the website architecture to improve its user-friendliness and visual appeal by applying UX/UI principles to create an intuitive and visually compelling website layout.

CERTIFICATES

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- Social-Behavioral-Educational Researcher - CITI Program, February 2024-February 2027
 - Google Digital Academy (Skillshop), Measurement Certificate in Google Ads, September 2023
 - Google Digital Garage, completed "Fundamentals of Digital Marketing", May-September 2022
 - Amideast Lebanon, Digital Marketing and Social Media Training, February-March 2022

COMPUTER SKILLS

Microsoft Office (Word, PowerPoint, Excel), WordPress, and Adobe Illustrator & InDesign.

LANGUAGES

Fluent in both English and Arabic.