

GHINWA FAYYAD

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EDUCATION

American University of Beirut (AUB)

Bachelor of Arts in Media and Communications

- Minors: Creative Writing; Film and Visual Culture

Beirut, Lebanon

Sep 2020 – Jun 2023

IE Business School (IE)

Masters in Creative Direction, Content and Branding

- Class representative & Top 20% of my class

Madrid, Spain

Sep 2023 - Jul 2024

PROFESSIONAL EXPERIENCES

Stryde

Content Marketer

- Design content for Instagram, LinkedIn, TikTok, and emails
- Work with Marketing team to develop and create strategic content

Dubai, UAE

Oct 2024- Current

Basil & Co.

Part-time Graphic Designer

- Create social media content for clients
- Design branding, logos, business cards, websites, newsletters, PowerPoint templates

Jounieh, Lebanon

Sep 2023- Current

Book-ink.co

Community Manager

- Managed the Instagram account, created content calendars, social media campaigns and marketing strategies
- Resolved customer queries

Beirut, Lebanon

Apr 2023 – Sep 2023

Publicis Media

Digital Marketing Performance Intern

- Created, executed and managed paid social campaigns
- Analyzed and optimized campaign performances

Beirut, Lebanon

Jan 2023 – Feb 2023

Omnicom Media Group

Marketing Intern

- Created media plans, social media strategies, content calendars and marketing strategies for clients
- Analyzed clients' post-campaign results and produced competitor reviews
- Promoted and sponsored ads on all social media platforms, and created follow-up campaign reports

Beirut, Lebanon

Jul 2022 – Aug 2022

Ghinwa's Art

Self-Employed Artist

- Launched and developed my own art business
- Created customized paintings for clients and managed finances, social media accounts, and deliveries

Byblos, Lebanon

Aug 2022 – Sep 2023

Scouts de l'Indépendance

Chief Group Secretary

- Maintained and organized group schedules, documents, and files

Beirut, Lebanon

Sep 2021 – Jan 2023

L-Spoons

Social Media Intern

- Developed, implemented and managed the social media strategy
- Collaborated with other businesses and influencers

Beirut, Lebanon

Nov 2020 – Jan 2021

LEADERSHIP EXPERIENCES & EXTRACURRICULAR ACTIVITIES

AUB Clubs and Societies

Multiple leadership positions

- Public Relations Cabinet Member - Media and Communications Society
- Event Organization Committee Member - Music Club
- Social Media Committee Member - Rotaract Club
- Undergraduate Student Representative – Title IX Committee

Beirut, Lebanon

Sep 2020 – April 2023

National High School Model United Nations (NHSMUN)

Student Delegate

- Represented my school in the world's largest and most prestigious MUN conference for highschool students
- Award: Best Position Paper and Research

New York, USA

Sepr 2017 - Jun 2020

Other Activities

Athlete and Music Student

- Piano and vocals student at Tempo Music School
- Football athlete at Edde Women Football Club

Byblos, Lebanon

Sep 2007 - Current

LANGUAGES & OTHER SKILLS

Languages: English (Native), Arabic (Native), French (Native), Spanish (Beginner)

Skills: Creativity, Teamwork, Photography, Drawing, PowerPoint, HTML, Meta Ads Manager, Adobe Creative Cloud