

GHINWA FAYYAD

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EDUCATION

American University of Beirut (AUB) <i>Bachelor of Arts in Media and Communications</i>	Beirut, Lebanon
▪ <u>Minors:</u> Creative Writing; Film and Visual Culture	Sep 2020 – Jun 2023
IE Business School (IE) <i>Masters in Creative Direction, Content and Branding</i>	Madrid, Spain
▪ Class representative & Top 20% of my class	Sep 2023 - Jul 2024

PROFESSIONAL EXPERIENCES

Stryde <i>Content Marketer</i>	Dubai, UAE
▪ Design content for Instagram, LinkedIn, TikTok, and emails	Oct 2024- Current
▪ Work with Marketing team to develop and create strategic content	
Basil & Co. <i>Part-time Graphic Designer</i>	Jounieh, Lebanon
▪ Create social media content for clients	Sep 2023- Current
▪ Design branding, logos, business cards, websites, newsletters, PowerPoint templates	
Book-ink.co <i>Community Manager</i>	Beirut, Lebanon
▪ Managed the Instagram account, created content calendars, social media campaigns and marketing strategies	Apr 2023 – Sep 2023
▪ Resolved customer queries	
Publicis Media <i>Digital Marketing Performance Intern</i>	Beirut, Lebanon
▪ Created, executed and managed paid social campaigns	Jan 2023 – Feb 2023
▪ Analyzed and optimized campaign performances	
Omnicom Media Group <i>Marketing Intern</i>	Beirut, Lebanon
▪ Created media plans, social media strategies, content calendars and marketing strategies for clients	Jul 2022 – Aug 2022
▪ Analyzed clients' post-campaign results and produced competitor reviews	
▪ Promoted and sponsored ads on all social media platforms, and created follow-up campaign reports	
Ghinwa's Art <i>Self-Employed Artist</i>	Byblos, Lebanon
▪ Launched and developed my own art business	Aug 2022 – Sep 2023
▪ Created customized paintings for clients and managed finances, social media accounts, and deliveries	
Scouts de l'Indépendance <i>Chief Group Secretary</i>	Beirut, Lebanon
▪ Maintained and organized group schedules, documents, and files	Sep 2021 – Jan 2023
L-Spoons <i>Social Media Intern</i>	Beirut, Lebanon
▪ Developed, implemented and managed the social media strategy	Nov 2020 – Jan 2021
▪ Collaborated with other businesses and influencers	

LEADERSHIP EXPERIENCES & EXTRACURRICULAR ACTIVITIES

AUB Clubs and Societies <i>Multiple leadership positions</i>	Beirut, Lebanon
▪ Public Relations Cabinet Member - Media and Communications Society	Sep 2020 – April 2023
▪ Event Organization Committee Member - Music Club	
▪ Social Media Committee Member - Rotaract Club	
▪ Undergraduate Student Representative – Title IX Committee	
National High School Model United Nations (NHSMUN) <i>Student Delegate</i>	New York, USA
▪ Represented my school in the world's largest and most prestigious MUN conference for highschool students	Sepr 2017 - Jun 2020
▪ <u>Award:</u> Best Position Paper and Research	
Other Activities <i>Athlete and Music Student</i>	Byblos, Lebanon
▪ Piano and vocals student at Tempo Music School	Sep 2007 - Current
▪ Football athlete at Edde Women Football Club	

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