

GHINWA FAYYAD

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DOB: 26 Jun 2002

Nationalities: Lebanon & USA

EDUCATION

American University of Beirut (AUB)

Bachelor of Arts in Media and Communications

Beirut, Lebanon

Sep 2020 – Jun 2023

- Minors: Creative Writing; Film and Visual Culture

IE Business School (IE)

Master of Arts in Creative Direction, Content and Branding

Madrid, Spain

Sep 2023 – Jul 2024

- Class representative & ranked top 20% of my class

PROFESSIONAL EXPERIENCE

Stryde

Content Marketer

Dubai, UAE

Oct 2024 – Current

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

Basil & Co.

Part-time Graphic Designer

Jounieh, Lebanon

Sep 2023 – Current

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

Book-ink.co

Community Manager

Beirut, Lebanon

Apr 2023 – Sep 2023

- Managed the Instagram account and created content calendars, social media campaigns and marketing strategies
- Scheduled meetings with customers and resolved queries

Ghinwa's Art

Self-employed Artist

Byblos, Lebanon

Aug 2022 – Sep 2023

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

Publicis Media

Digital Marketing Performance Intern

Beirut, Lebanon

Jan 2023 – Feb 2023

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

Omnicom Media Group

Marketing Intern

Beirut, Lebanon

Jul 2022 – Aug 2022

- Created media plans, social media strategies, content calendars and marketing strategies for clients
- Analyzed clients' post-campaign results and delivered competitor insights to guide strategic decision-making
- Promoted and sponsored ads on all social media platforms, and created follow-up campaign reports

L-Spoons

Social Media Intern

Beirut, Lebanon

Nov 2020 – Jan 2021

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

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

AUB Clubs and Societies

Multiple leadership positions

Beirut, Lebanon

Sep 2020 – Jun 2023

- 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

Scouts de l'Indépendance

Chief Group Secretary

Beirut, Lebanon

Sep 2021 – Jan 2023

- Maintained and organized group schedules, documents, and files

National High School Model United Nations (NHSMUN)

Student Delegate

New York, USA

Sep 2017 – Jun 2020

- Represented my school in the world's largest and most prestigious MUN conference for highschool students
- Award: Best position paper and research

Other activities

Athlete and Music Student

Byblos, Lebanon

Sep 2009 – Aug 2020

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

LANGUAGES & OTHER SKILLS

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

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