

FAHER ELFAYEZ

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EDUCATION

Georgetown University, School of Continuing Studies
M.A. Candidate in Public Relations and Corporate Communications; May 2019 (Night classes)
Courses: Digital Analytics; Communications Planning; PR Writing; Project Management; Web Development; GPA: 4.00

Washington, DC
Jan 2018 – May 2019

Georgetown University, Georgetown College
B.A. in Government
Dean's List; GPA: 3.49/4.00

Washington, DC
Sep 2012 – May 2016

SKILLS

Language Skills: Bilingual, Fluent in both Arabic (Classical and Modern Standard) and English
Technical Skills: Microsoft Word, Excel, PowerPoint, Project, Access; Canva; Hootsuite; Constant Contact; Visio;
True Social Metrics; Google and Twitter Analytics; Web Development; Adobe Premiere

WORK EXPERIENCE

World Bank Group
Digital Communications Specialist

Washington, DC
April 2019 – Present

- Work with clients across the Bank to produce upcoming event pages and keep them updated on the WB Live website.
- Advise clients on best practices and content optimization for their various digital channels, particularly YouTube
- Produce and analyze metrics reports on the performance of the Bank's live and YouTube channels.

Jordan Information Bureau, Embassy of Jordan
Washington, DC
Communications Officer

May 2017 – March 2019

- Promoted Jordan through a robust social media strategy targeted towards the American audience
- Launched the embassy's digital presence by increasing its official Twitter account audience by 70% over 10 months
- Created the embassy's LinkedIn and Instagram accounts
- Developed creative content with visuals and infographics using digital applications
- Produced daily reports on current U.S.- foreign policy issues distributed to key Jordanian officials and institutions
- Drafted official embassy press releases that are disseminated to news outlets and other Jordanian institutions
- Led the embassy's internship program where I managed 8 personnel per year to develop four daily analytical reports

WeddingWire
Customer Success Associate

Washington, DC
Aug 2016 – May 2017

- Developed a strategy to aid small businesses in promoting their brand through web-based platforms
- Assisted more than 300 business owners in the Midwestern United States with online advertising campaigns
- Increased online traffic and revenue for 150 clients offering event services in Chicago

KPMG, Consulting
Strategy Consulting Intern

Dubai, U.A.E
Jul 2015 – Aug 2015

- Designed a turnaround strategy for a governmental entity in the U.A.E to enhance and grow their service system
- Analyzed historical revenue data of 7 countries and 5 departments to determine areas with the highest growth potential
- Reconciled major gap areas across departments, allowing the client to effectively manage unit performance

Ernst & Young Consulting
Performance Improvement Intern

Amman, Jordan
Jun 2014 – Jul 2014

- Produced new roles and responsibilities for the employees of a major airline in the Levant region by conducting interviews with the client and research on the job responsibilities
- Produced organizational structures and policy and procedure manuals based on client's input

VOLUNTEER ACTIVITIES

Circle of Women for Education Development

A women's education funding organization in developing countries with chapters across 7 universities (including Harvard, Yale, and Cornell)
President, Georgetown Chapter

Washington, DC
May 2015 – May 2016

- Led the drafting of a proposal for an implementation strategy for a \$230,000 dormitory in a Kenyan orphanage
- Organized on-campus marketing and social events, expanding the membership of the chapter

Project Management Director, Organization's Management Team (for all chapters)

Nov 2014 – May 2016

- Keep contact between the chapters and the Management Team by sending a monthly newsletter and holding weekly phone calls with the Board of Directors
- Request monthly submissions of invoices and details of costs to ensure transparency in the use of Circle's annual fund

Other Activities: Hosted UNICEF - Georgetown Conference; Led the volunteer team at the Global Forum on Youth and Security; Volunteered at Habitat for Humanity and Reclaim Childhood; Worked as a research assistant for Georgetown Professor Stephen King