

# AYAH HAMDOUN

Suwanee, GA | 404.384.3052 | ayahhamdounn@gmail.com  
LinkedIn <https://www.linkedin.com/in/ayahhamdoun/>

## Objective

Bilingual Digital and Broadcast Journalism graduate. Seeking to combine my love for digital video production and passion for communications. Self-directed and successful influencer with proven track record of working on social media projects from concepts to completion while prioritizing and creatively problem-solving to get results. Ability to run interviews on camera with knowledge in Final Cut Pro and Adobe.

## Experience

**Social Media Manager (FL), Tekton** 08/22-Present

- Creating compelling and engaging videos and animations for social media channels including LinkedIn, Instagram, Twitter, Facebook and TikTok
- Generates new ideas for building account engagement and growth
- Increase account reach by 59%

**Digital Marketer (FL), Nominal** 01/22- Present

- Create video content within branding guidelines to be posted on different social media channels
- Built a posting cadence through company social media management software to maximize exposure and engagement at peak leadership hours
- Increase viewers and brand recognition with every click through the affiliate link
- Increased lead traffic by 34% with a cost per lead of \$3

**Script Writer Internship, GSU** 01/2022 - 05/2022

- Interviewed subjects for Season One of Kids Don't Deserve This
- Wrote Season Three of Minor in B Murder to be produced January 2023
- Collaborated with a team of writers to overstyle the production of the script

**Social Media Producer-Language of Film Through Production, GSU** 08/2021- 05/2022

- Researched and developed physical and digital content and increased engagement by 50%
- Identified and highlighted the most engaging and essential stories for capture and release
- Received assignments and assessed news pointers and tips to design storylines or notions, as well as explored daily stories, and the latest topics on blogs, and social media
- Retained marketing strategies that appeal to the audience using social media

**News Anchor/ Production Assistant, Lambert High School** 08/2016-05/2018

- Produced the entire shoot, complete with lighting kits, external audio equipment, and a high-quality digital camera at school sporting events
- Contributed to live sporting events, including football and soccer, and studio shots by working cameras, audio equipment, and technical directing
- Gathered, wrote, recorded, edited, and delivered the news in High School
- Covered different events around campus to create news stories for LHS Live

## Skills

Professional

Video Production | Content Development | Trend Knowledge | Problem-solving Skills | Relationship Building | Social Media Management | Content Strategies | Sponsorship Planning | Bilingual in Arabic and English

Technical

Adobe Premiere Pro | Final Cut Pro | Photoshop | Canva | Loomly | Hootsuite | Buffer | TikTok | Instagram | Facebook | LinkedIn | Twitter

## Education

Georgia State University

Bachelor of Arts in Journalism