



# YARA TAREK SULTAN

PUBLIC RELATIONS & DIGITAL MARKETING EXECUTIVE

Experienced PR and digital marketing executive with a strong background in mass communications. Skilled in digital media, team collab, and event planning. Effective in building relationships with journalists and influencers.

## SKILLS

- Communication: Strong written, verbal skills
- Collaboratio: Team Player
- Event Planning: Organizing events
- Adaptability: Thriving in fast-paced
- Creativity: innovative stratigies
- Problem Solving: Finding solutions
- Organization: Managing projects

## EDUCATIO N

### MASS COMMUNICATIONS

Bachelor's in Mass Communication

Arab Academy for Science and Technology (AAST)

### FINAL CUT

Egyptian Media Production City - EMPC | 2017

### PR INTERN

POD Agency ( Point Of Differentiation) | 2019

### TEACHING ENGLISH TO YOUNG LEARNERS (TEYL)

Fullcircle | June 8, 2023

### TEACHING ENGLISH AS A FOREIGN LANGUAGE (TEFL)

Fullcircle | June 8, 2023

## EXPERIENC E

### PR ACCOUNT EXECUTIVE

POD | September 2019 to March 2020

- Put together presentations for clients.
- Built and maintained relationships with journalists and influencers.
- Manage approvals for media content and news releases.
- Organizing and attending events.

## DIGITAL MARKETING EXECUTIVE

MGH Hospital | December 2021 to September 2023

- Identifying client's goals and creating strategies to achieve them
- Provided suggestions for digital marketing campaigns aimed at increasing brand awareness
- Assisting the Marketing Manager in completing agreed-upon activities
- Monitoring rival activities and generating leads for the company

## MARKETING EXECUTIVE - Part Time

Gratsia Tours | January 2023 to September 2023

- Creating and posting blog posts and articles on the company's website and social media pages
- Researching and brainstorming each stage of the project.
- Monitor market trends, analysis consumer market activities to identify opportunities

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### LANGUAGES

English: Fluent  
Arabic: Native  
German: Beginner

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### CONTACT

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### OTHER INFO

Golden Visa  
Holding UAE's driving license