

Farah Ghaziri  
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## EDUCATION

**Lebanese American University, LAU** **2019-2022**  
*Bachelor of Science in Business, Marketing emphasis*

## WORK EXPERIENCE

**Study Pedia** **Oct-Dec 2022**

*Marketing Intern*

- Create stories and posts on Study Pedia's social media platforms (resulted in grabbing the attention of potential students and increased interaction).
- Research universities abroad.
- Support the marketing team in daily administrative tasks.
- Investigate consumers options.
- Assist in marketing and advertising promotional activities (Instagram, Facebook, and direct mail).

**One Second Agency** **Jan-May 2023**

*Account Executive*

- Create a Marketing Sheet that consists of a Competitive Audit and Brand Assets for upcoming leads ( new clients ).
- Handling One Second Agency's Instagram Account:
- Engaging with other marketing accounts through likes, comments, and following unique accounts everyday.
- Handling One Second Agency's clients social media platforms.  
Create a Content Planning Sheet for clients Prepare a detailed proposal outlining the recommended social media strategy, specific deliverables, and pricing for the client's review and approval.
- Gather information about the client's brand identity, including logos, colors, typography, and tone of voice.  
Edit Reels using Wave video.
- Add subtitles on reels/videos.

## VOLUNTEERING

**Beirutopia** **Feb-May 2022**

- 20 hours of community service

## ADDITIONAL SKILLS

**Language:** Arabic (Native), English (Fluent), and German (Advanced)

**Computer Skills:** Microsoft Office / Adobe Illustrator, Photoshop / Canva

**Social Media:** Facebook, Instagram, Twitter, LinkedIn, Plannable, Clickup, Waybook

**Interpersonal Skills:** Multitasking/ /Teamwork/ Communication/ Time Management

## CERTIFICATES

**IRB Certificate CITI Program** **2021**

**Inbound Marketing Certified** **2021**

*HubSpot Academy*

