

AYA EL BALHAWAN

Media and Communication

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OBJECTIVE

Join a team of an oriented organization's growth and working in a growth mind professional environment that will challenge my knowledge and skills paving.

EXPERIENCE

Social & Digital Media Specialist - H&K Group, Riyadh November 2022-September 2023

- Create visually appealing and engaging content, including graphics, videos, and written posts, that consistently aligned with brand identity
- Monitor social media trends, identified opportunities for real-time engagement, and adapted strategies accordingly
- Update social media platforms and actively engage with the online community
- Manage calendar creation for the following media (Instagram, Google, Google business, LinkedIn)

Communication Agent (Part-time) - Lycée Abdel Kader, Beirut October 2020-November 2022

- Create high quality and engaging content for effective delivery of brand voice across all platforms.
- Manage calendar creation for the following media (Facebook, Instagram, Twitter, LinkedIn)
- Create activation campaign offline and online
- Manage WordPress content and maintenance
- Conduct competitor analysis and market research to identify opportunities for differentiation and innovation
- Assist in the development of a comprehensive content calendar, ensuring a consistent flow of relevant and engaging posts
- Actively engage with the online community, respond to comments, messages, and inquiries in a timely manner

Customer Support & Online Shop Manager (Part-time) - All Athletic Sports, Beirut October 2020-November 2022

- Develop a comprehensive understanding of the company's products or services to effectively address customer inquiries
- Process complaints and issues related to products or services Develop a comprehensive understanding of the company's products or services to effectively address customer inquiries
- Stay up-to-date with product updates, features, and changes to provide accurate information
- Help customers complete purchases
- Maintain social media presence across all digital channels
- Educate customers on using products effectively, providing tips and guidance to enhance their experience
- Share customer feedback and insights with relevant teams to contribute to product and service improvements

Media & PR Manager - NGO - United For Lebanon, Beirut August 2019-August 2020

- Assists with all stages of marketing campaigns, including drafting proposals, preparing presentations and researching consumer trends to identify marketing needs
- Fulfill tasks set out by supervisors from several departments

- Attend meetings and organize events
- Perform research at a supervisor's request
- Update social media platforms and write copy for posts
- Inform local media outlets about upcoming event

Web Journalist - Mustaqbal Web, Beirut March 2019-August 2020

- Adapt written content for digital consumption, considering user experience
- Use content management systems (CMS) to upload, format, and publish articles and multimedia content to the website
- Ensure proper categorization, tagging, and metadata for effective organization and searchability
- Use SEO techniques to optimize content for search engines and maximize online visibility

EDUCATION

B.A in Media and Communication, American University of Beirut, Beirut

- Active cabinet member of AUB dance club
- Active cabinet member of AUB Mental Health club
- Managed AUB's official Facebook page

French Baccalaureate, Lycée Abdel Kader, Beirut Economics and Social Studies (ES)

- Active member of female football team
- Participated in Rallye Mathématiques
- Participated twice in Prix Littéraire des lycéens au Liban

INTERNSHIPS

Intern at The Daily Star - Beirut June 2019-August 2019

- Assist in researching and gathering information for news stories and features
- Conduct interviews and gather quotes from relevant sources for articles
- Attend events, press conferences, and meetings to collect information and generate story ideas
- Contribute to writing news articles, reports, and features on various topics
- Craft engaging headlines, subheadings, and captions for articles
- Assist in creating multimedia content, such as photo galleries, videos, and infographics to complement written articles
- Verify sources, quotes, and data to maintain high journalistic standards
- Stay updated on current events and emerging trends to identify potential story angles
- Exposure to the editorial process and newsroom dynamics
- Practical experience in news reporting, writing, and multimedia content creation

PUBLICATIONS

Feature article, TDS Beirut

El Balhawan, Aya. "What to do on Eid al-Adha in Lebanon" The Daily Star, (2019)

Intern at BankMed - Beirut 2015 (1 month internship)

- Experience in building and maintaining positive customer relationships
- Learn about core banking operations, including transaction processing, account opening, and documentation management
- Attend training sessions and workshops to enhance knowledge of banking practices, financial products, and industry regulations

CERTIFICATIONS

Cambridge English

Google Ads for Beginners

VOLUNTEERING

Seashore cleanup, Operation Big Blue

Community Management, Beirut Madinati

Teaching young refugees Biology & French