

YARA DAHER

DIGITAL ADVERTISING AND COMMUNICATIONS

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<https://drive.google.com/file/d/10VCw8pwraREK5zDDocKHTtF6ZaQuzUOn/view?usp=sharing>



Summary

I am a passionate Digital Advertising fresh graduate , seeking to boost my learning in this field.

I believe that combining art and creativity with marketing strategies lead to success. The balance between these two are essential and the results can have a considerable impact on people.

My main target is to help businesses stand out by their uniqueness and their skills and knowledge.

Experience

ISDF NGO

November 2022- January 2023

Account executive - Part time

- Handling NGO'S social media platforms Instagram and Facebook.
- Creating social media calendars.
- Designing and creating posters and copy.
- Monitoring work progress.
- Working with my colleagues to plan an advertising campaign that meets the NGO'S goals.

Sugar Rush Communication

March 2021- May 2021

Researcher and Graphic Designer - Internship

- Coordinating layouts, including writing copy, improving designs, and preparing samples.
- Contributing ideas for improving work processes.
- Designing and creating posters.

Education

American University of Science and Technology 2020 - 2023

Bachelors' Degree Communication Arts I Digital Advertising
GPA: 3.26/4 "Honors List"

Secondary High School for Girls

2017 - 2020

Lebanese bachelorette in economics & sociology (SE)
GPA : 14/20

Certificates

- Communication and Public Relations - Centre MINE, LU
Serial No: MO22SB20037901990022
- Project Management Course - Centre MINE, LU
Serial No: MO22SB20038101990074

Projects

"Kindred" - Lebanese Short Film

My role as a production manager was:

- Manage film equipment and logistics
- Responsible for the log sheet and the clap
- Maintain order

Expertise

Research	<div></div>
Analysis	<div></div>
Planning	<div></div>
Creativity	<div></div>
Photography	<div></div>
Ownership	<div></div>
Multi-tasking	<div></div>
Time management	<div></div>

Tools

Adobe Illustrator	<div></div>
Adobe InDesign	<div></div>
Adobe Photoshop	<div></div>
Adobe Aftereffects	<div></div>
Canva	<div></div>

Language

English - Professional	<div></div>
Arabic- Native	<div></div>