



Leen Alqassas

Media Assistant

An enthusiastic & driven undergraduate student with a natural flair to communicate and build relationships. Well-informed with digital marketing and the latest digital trends with a thorough understanding of media planning and advertising tools. Ability to learn quickly and multi-task in fast-paced environments.

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📖 medium.com/@leen.alqassas

WORK EXPERIENCE

Media Assistant Era Advertising

02/2018 – 06/2018

Era is an Advertising and marketing communications firm with a mission of helping companies communicate their strengths and value with creativity, clarity, and honesty.

Achievements/Tasks

- Supported Chief Operating Officer with daily operational functions.
- Implemented marketing strategies.
- Executed successful product introductions by coordinating actions with social media, public relations, and other internal teams.
- Drafted and proofread marketing, advertising and website copy that was engaging and successful in conveying branding ideas.
- Delivered an exceptional level of service to each customer by listening to concerns and answering questions.
- Assisted various business groups with document organization and dissemination during acquisitions.

Volunteer XPOSURE

10/2018 – 11/2018

Xposure is a non-profit educational & photography & film platform that combines a range of photography events.

Achievements/Tasks

- Assisted in the organization of the event.
- Assisted ushers in various activities.
- Greeted visitors with a smile and provided friendly, knowledgeable service.
- Assisted in giving out badges to new visitors.
- Assisted in the management of the informational kiosk.

Volunteer International Government Forum

02/2019 – 03/2019

A first-of-its-kind event, that aims to build a platform for better communication between governments and their stakeholders.

Achievements/Tasks

- Delivered an exceptional level of service to each visitor by listening to concerns and answering questions.
- Worked closely with media teams.
- Developed media suggestions.
- Assisted in the organization of the event.

SKILLS

Social Media Optimization (SMO)

Search Engine Marketing (SEM)

Search Engine Optimization (SEO)

Adobe Premiere Pro

Digital Marketing

Customer service

Content creation

Microsoft Office

Copywriting

Interpersonal skills

Research and Analysis

EDUCATION

Mass Communications and Integrated Marketing

American University of Sharjah

09/2019 – Present

Courses

- Completing courses in Public speaking and communications, journalism.
- Psychology Minor

LANGUAGES

English

Native or Bilingual Proficiency

Arabic

Native or Bilingual Proficiency

INTERESTS

Blogging

Volunteer Work

Health & Fitness

Creative Writing

Social Media content creation

Video production

Photography