Asma Ibrahim Mohammed Yousuf Hassan

P.O Box 6427, Dubai, UAE
Nationality: Emirati
Date Of Birth: 02/03/1997
Email: asma.ibrahim.m@gmail.com
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CAREER OBJECTIVE

To gain media experience where creative initiative, ideas and enthusiasm would allow me to go forward and progress.

EXPERIENCE

- **Intern at Emaar Hospitality Group LLC (Sep 2018 to Oct 2018)**

  Department: Human Resources **Job Role:** Emiratisation and Recruitment

  Tasks worked on:

  - Implementing the organization's recruiting strategy.
  - Interviewing applicants.
  - Administering pre-employment tests.
  - Updating employment records related to hiring.
  - Processing hiring forms and ensuring proper approval.
  - Overseeing hiring process.
  - Coordinating job posts, reviewing resumes, and creating trackers.

- **Participating in Think Zayed event at Zayed University (Nov 2016)**

  Tasks worked on:
  - Calling the guests
  - Guiding the volunteers and giving them their tasks
  - Hosting the guests
  - Distributing the brochures

- **Volunteering with ThinkUpGCC Sheikh Mansoor photos Award (April 2014**

  Tasks worked on:
  - Hosting the guests
  - Organizing the tables and chairs
  - Answering phone calls

EDUCATION

Zayed University , Dubai Women's Campus - GPA 3.14
BS in Communication & Media Sciences
(Specialization in Integrated Strategic Communications)
(Sep 2014 – Oct 2018)

Al Sufouh Model school
(Sep 2011 - June 2014)

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SKILLS

Computer Skills:

- A highly experienced user of Macintosh.
- A highly experienced user of MS Office.
- Typing on both languages, Arabic and English.

Language Skills:

Arabic and English: Fluent in all aspects.

General Skills:

- **Communication skills:** Being able to present in front of audience with confidence/ able to express my ideas / able to get flexible with meeting new people
- **Team work:** Solving problems / Thinking critically / Being a leader

PROJECTS WORKED ON

- Created a Social Media Campaign to promote The Year Of Zayed (@Thankyou.zayed).
- Drafted/Wrote/Translated content for Social Media in Arabic and English.
- Took a couple of courses in Arabic and English to gain knowledge in Social Media.
- Dealt with listening tools to monitor the audience interaction in our campaigns.
- Created an Integrated Strategic Communications Campaign to increase the number of local visitors to Dubai Opera.
- Learned about Visual and Written Storytelling in Arabic and English.
- Gained knowledge in Marketing/Promotional Mix/Creative Advertising and PR.
- Participated in the majors day at Zayed University by promoting for the Arabic Minor Major.
- Took part in think Zayed event at Zayed University for two years in a row.

REFERENCES

Available upon request.