

HAYA AYOUB

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h 059 505 5300

a Nablus, Palestine

PROFESSIONAL SUMMARY

Self-motivated Public Relations and Communications lecturer, with academic and practical experience. Highly interested in strategic communications management especially in multicultural, diverse contexts. Committed to providing compassionate support and direction to current and future students working toward public relations and branding objectives. Looking for opportunities in developing PR plans and strategies.

SKILLS

- Information gathering and analysis
- Research
- Curriculum Development
- PR strategy development
- Strategy implementation
- Excellent written and oral communication
- Multimedia understanding

EDUCATION

Cardiff University
Cardiff, Wales, UK • 02/2017

Master of Arts: International Public Relations

- Graduated with a distinction

Annajah National University
Nablus, Palestine • 06/2015

Bachelor of Arts: Public Relations & Communications

- Graduated with 3.59 GPA

Cherry Creek High School
Denver, CO, USA • 05/2011

High School Diploma

- Graduated with 3.88 GPA

WORK HISTORY

Annajah National University - Public Relations Lecturer
Nablus, Palestine • 08/2016 - Current

- Developed class syllabuses and plans for community-based learning
- Initiated live projects for students and supervised them to implement their ideas
- Lectured strategic communications management and international public relations

Equinox Communication - Public Relations Intern
Cardiff, Wales, UK • 12/2015 - 01/2016

- Managed project deadlines and monitored milestones through completion stage
- Managed promotional initiatives and special events to enhance press coverage

Annajah National University - International Relations Intern
Nablus, Palestine • 06/2015 - 09/2015

- Managed international social media accounts for the university
- Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications

Palestinian Telecommunication Company (PALTEL) - Public Relations Intern

Nablus, Palestine • 07/2014 - 01/2015

- Collected market data using various research methods to broaden results and optimize marketing strategies
- Played an instrumental role in creative planning and review sessions, working with resourceful team to elevate the quality of content and designs
- Drafted press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions

AFFILIATIONS

- Member, of 'Erada' Women Coalition for Justice and Equality