

Yomna Selim

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EDUCATION

Honours B.A. in Media Studies

Xavier's School for Gifted Youngsters, Dubai, United Arab Emirates • Fall 2013 – Spring 2017

WORK EXPERIENCE

Content Marketing Intern

November 2017 – Present

Awesome Company • Dubai, UAE

- Managed all social media accounts and increased engagement by 40% in 3 months using Hootsuite
- Built out a content calendar for the year based on relevant events and seasonality of the industry
- Using Buzzsumo tool to track and interact with social media mentions in real-time, achieving an increase in response time by 80%
- Conceptualized, researched and wrote blog content weekly, increasing subscribers by 25% in 3 months

President of Arts, Culture and Media Students' Association

June 2015 – October 2016

Xavier's School for Gifted Youngsters • Dubai, UAE

- Organized ten professional networking events resulting in 75% of ARTSA members being offered an internship from partner organizations upon graduation
- Launched ARTSA's first independent e-newsletter, reaching an 85% open rate and 15% increase in subscription rate in under six months
- Led a team of 1,250 ARTSA student members on monthly site tours to leading PR and advertising agencies, such as Edelman and Leo Burnett

RELEVANT COURSEWORK

COM101: Social Marketing & Communications

Spring 2014

Xavier's School for Gifted Youngsters • Dubai, UAE

Won first place at Xavier's School for Gifted Youngsters rebranding competition by creating a communications strategy plan, resulting in its implementation across all faculties and colleges.

SKILLS

- Proficient in MS Office, Hootsuite, WordPress, Buzzsumo, Canva
- Working knowledge of Google Analytics, Facebook Ads, Adobe Creative Suite, MailChimp

ACHIEVEMENTS

- Dean's List: Fall 2013 - Spring 2014
- President's List: Fall 2014 - Spring 2015