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## PERSONAL STATEMENT

A creative, determined, and an intellectual practitioner graduated from the S.I. Newhouse School of Public Communications at Syracuse University. I pursued a dual degree in public relations and psychology, and a Master's degree in advertising.

I have come to understand and value the communications path I have chosen to follow. My previous experience and academic coursework have pushed me to understand the world of communications, as well as provided me with the academic and technical skills in data, social media, design, and more.

## SKILLS & ABILITIES

Premiere Pro	●●●●●●●●	} Adobe Suite
Illustrator	●●●●●●●●	
InDesign	●●●●●●●●	
Photoshop	●●●●●●●●	

SalesForce	●●●●●●●●	} Software
Microsoft Office	●●●●●●●●	
Cision	●●●●●●●●	
HootSuite	●●●●●●●●	
Sysomos	●●●●●●●●	
Comms Point	●●●●●●●●	
Simmons	●●●●●●●●	
Synthesio	●●●●●●●●	

## AWARDS & CERTIFICATIONS

HootSuite Platform Certification  
The Plank Center Certificate of Leadership Development  
The Trade Desk, Professional  
The Trade Desk, Practitioner  
Google Analytics, Beginner  
Google Analytics, Ad Fundamentals  
Microsoft Office, Excel Certification  
Sales Force, Social Studio

## LANGUAGE SKILLS



## EDUCATION

- ↑ **M.A. in Advertising (July 2019-June 2020)**  
S.I. Newhouse School of Public Communications,  
Syracuse University
- **B.A. in Public Relations (August 2015-December 2018)**  
S.I. Newhouse School of Public Communications,  
Syracuse University
- **B.A. in Psychology (August 2015-December 2018)**  
College of Arts and Sciences, Syracuse University

## EXPERIENCE

- ↑ **Social Intelligence Analyst, Ipsos Jordan, Research, (March 2021 - January 2022)**  
Building boolean queries to gather data based on client objectives  
Collecting and cleaning data on Synthesio, social listening platform  
Reporting client research based on market, trends, behaviors, competitors or products.
- **Intern, TBWA/RAAD, Advertising Planning – Dubai, (June 2020 - August 2020)**  
Research and present client research  
Conducting brand reviews featuring project details, timeline, and activations,  
Gathering resources for competitive review.
- **Research Assistant, Public Relations Campaigns – Syracuse, NY (January 2020 - present)**  
Research and write new case studies for the book Public Relations Campaigns: An Integrated Approach,  
Collect data and developing a survey for research on practices in the workplace (PR/SM/Analytics) and how academia is filling the need.
- **Coursework, Account Executive, Media Planning – Syracuse, NY (August 2019 - December 2019)**  
Create a comprehensive media plan  
Researche audience using Simmons and Comms point,  
Critique a variety of media planning philosophies and their effectiveness in the marketplace,  
Communicate media strategies effectively in written form.