

AYA AFIFI

Haifa, Israel

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EDUCATION

- 2018 –2019. **Graphic Design Studio 6B – Tel Aviv**
Photoshop, Illustrator, InDesign, XD (UX + UI), WordPress
- 2016 - 2017 **Master of Science in Global Hospitality Management**
- University of Houston- Conrad N. Hilton College Aug 2017 – Dec. 2017
 - Polytechnic University of Hong Kong Jan. 2017 – April 2017
 - Ecole Hôtelière de Lausanne Sep. 2016- Dec. 2016
- 2012- 2016 **Bachelor of Art Degree in Psychology**
Business Administration (Minor) Interdisciplinary Center (IDC) Herzliya
RRIS International Program

PROFESSIONAL EXPERIENCE

- 2017 – 2023 **Social Media Marketing Coordinator**
Legacy Hotel, Nazareth and Jerusalem, Israel
- Managed the hotel's social media accounts, updated events, and prepared advertisements
 - Created ads using Adobe Illustrator and Photoshop
 - Managed customer inquiries and reservations made through social media
 - Increased social media engagement by 60% through creative campaigns
- 2016 –2017 **Capstone Consulting Project**
The Peninsula Hotel Istanbul Pre-Opening, Headquarter in Hong Kong
- Conducted market research and analyzed data to develop marketing strategies and attractive amenities for the pre-opening phase of the hotel
 - Collaborated with cross-functional teams to ensure successful implementation of marketing initiatives
- Summer 2016 **Internship in Various Aspects of Hotel Management,**
Legacy Hotel, Jerusalem, Israel
- Gained experience in front desk, F&B, HR, and room service operations
- 2015-2016 **Part-Time English Teacher, Wall Street English, Nazareth, Israel**
- Taught English using the Wall Street method to students of various proficiency levels

SKILLS

Technical	Microsoft Office, Adobe (Illustrator, Photoshop, InDesign, and XD), and WordPress
Languages	Arabic – Native, English – Fluent/Native, Hebrew - Conversational
Social Media	LinkedIn, Instagram