

Laila Alfares

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Education

Florida State University, *Tallahassee, FL*

Master of Science in Public Interest Media and Communication

December 2023

Lebanese American University, *Byblos, LB*

Bachelor of Science in Pharmacy (with honors)

August 2020

Professional Experience

Florida State University, *Tallahassee, FL*

January 2023 – Present

Graduate Assistant for the School of Communication Dean's office

- Manage communication channels of the school's advising center advising students and guiding them academically to reach their best potential.
- Coordinate with the advising team reducing miscommunication and improving response time to students requests and questions.
- Mentor new students in orientations on course registration and requirement improving orientation's objectives achievement.

United Nations Population Fund, *Damascus, SY*

Communication Intern

January 2022 – July 2022

- Create a monthly social media plan of the activities and UN International Days improving coordination among communication department team members.
- Write and edit content from events, activities, and reports to be published on UNFPA's official social media platforms resulting in a 10% increase in content engagement on UNFPA's Instagram.
- Monitor and post original content on UNFPA's official Facebook and Instagram with an average reach of 5000.
- Coordinate with implementing partners on a weekly basis minimizing miscommunication and enhancing content sharing with UNFPA by 15%.

United Nations Population Fund, *Damascus, SY*

Team leader of "Diabetes & Youth" Awareness Events

December 2021 – January 2022

- Lead a team of 6 people in planning, marketing, and executing two diabetes awareness events achieving 90% participation and partnership with 4 sponsors.
- Manage budget provided by UNFPA and create easy to understand interactive medical content on diabetes achieving 98% positive feedback from participants.

United Nations Population Fund, *Damascus, SY*

Social Media Campaign Creator

August 2021 – September 2021

- Create 10 informative videos on "Food transformation & Planetary Health" by researching, script writing, filming, and editing resulting in 18,000+ total views and reaching 28,000+ people.

Universal Pharmaceutical Industries, *Damascus, SY*

Marketing Assistant

September 2020 – November 2021

- Manage social media platforms of the company by creating and posting original content increasing the number of followers on Facebook by 4% per month resulting in 50% increase in one year.
- Plan and organize marketing events improving the company's engagement with their audience and increasing sales of their products.

Diabetes Initiative (non-profit)

Online, @diabeteseveryday

Diabetes Advocate

August 2019 – Present

- Founded “Diabetes Everyday” Instagram page, with 9,500+ followers, reaching an average of 30,000+ people by posting content on diabetes prevention, management, and healthy eating.
- Help 40+ people achieve their glycemic goals and improve their confidence in disease management.
- Speak in 7 webinars on diabetes related topics at the Lebanese American university, Novo Nordisk, Junior Chamber International, and non-profit organizations.

Courses & Certificates

- Towards Excellence in Pharmaceutical Marketing Practice Program - Unipharma **2021**
- Excellence performance in Social Media Management certificate - Unipharma **2021**
- Social Media Management Course Certificate - Facebook **2020**
- Diabetes Educators Certificate - “International Diabetes Federation” **2020**

Academic Awards

Inspiration Award, Lebanese American University, *Lebanon*

July – 2020

Latin American Caribbean Scholarship, Florida State University, *FL*

August – 2022

Volunteer:

- TEDxFSU Marketing Steering Committee **October 2022 – Present**
- Dialeb Diabetes NGO Lebanon, Member **November 2019 – Present**
Participate in the planning and development of diabetes awareness events and support group sessions enhancing patient satisfaction and engagement.

Technical Skills: Microsoft office and Adobe Illustrator & Photoshop

Language Skills: Arabic (Native) and English (Fluent)