

Yasmine Dajani

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EXPERIENCE

Assistant Engagement Officer — **YPO Next Generation**, Paris, France

Feb 2026 - Present

Manage YNG regional Instagram, LinkedIn and other social media pages

Manage regional group communication and ensure local participation on group sites.

Manage regional e-newsletter

Communicate local and regional successes for global to spotlight

Provide access to impact-focused learning events regionally and track using YPO sustainable event tracker

Strategic Branding — **Brandmint**, Beirut, Lebanon

Jun 2025 - Jul 2025

Worked on the branding strategy for several F&B businesses from start to finish.

Researched company background and competitor analyses

Created presentations for branding pitches for businesses

Participated in staff meetings and planning

Fashion Week Intern — **Peet Dullaert**, Paris, France

Jan 2025

Assisted in the preparation and organization of the fashion show for PFW 2025 Haute Couture Week

Dressed models and received guests

Social Media Intern — **ACQUIRED**, Paris, France

Sep 2024 - Oct 2024

Developed effective guerilla marketing strategies

Conducted interviews to promote the company and create content

Worked with the social media and PR teams to promote the brand through social channels

Created posters for photoshoots and company events

Intern — **Zuhair Murad**, Beirut, Lebanon

Jun 2024

Assisted the studio team during Fashion Week preparations

Worked on patterns and sample creation and presentation

Digital Media Intern — **Elie Saab**, Beirut, Lebanon

Feb 2024

Worked with the digital media department in graphic design

Created invitations for trunk shows and references for window displays

Performer & Coach — **Flywithhellen**, Beirut, Lebanon & Dubai, UAE

Aug 2016 - Jun 2023

Taught classes to students between 3 and 14 years old

Performed at multiple events: Casino Du Liban and the HeartBeat annual gala... (audience of 500+)

Trained with artists from Cirque du Soleil during an intensive workshop in dance, silk, and hoop

Researcher — **Siira**, Beirut, Lebanon

Aug 2022 - Sep 2022

Created a database with crisis hotline numbers in the Middle East

Brainstormed ideas for posts to promote Siira's ongoing webinars

EDUCATION

Parsons Paris, Paris, France *Strategic Design and Management*

Aug 2023 - May 2027

Bachelor of Business Administration in
Strategic Design and Management

Minor in Psychology

University of the Arts London, London, UK — Student

Apr 2022

Art and Design short course

American School of Dubai, Dubai, UAE — Student

Aug 2020 - Jun 2023

High School Diploma

SKILLS

Computer: Procreate, Microsoft Word, PowerPoint, G-Suite, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe PremierePro, Lucidpress, Canva.

Accomplished aerialist: Trained for 7 years, taught classes for 2 years

LANGUAGES

English Native

Arabic Native

French Native

Spanish A2