

BARAA DAOUD

ADMINISTRATION, PUBLIC RELATIONS & COMMUNICATION SPECIALIST

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PROFESSIONAL SUMMARY

A highly motivated, multilingual Mass Communication and Public Relations graduate seeking to leverage academic excellence and practical asset creation in the dynamic corporate market. Possesses a solid foundation in corporate communication, media analysis, and public relations planning. Proven capability in hands-on production, demonstrated by successfully leading the end-to-end design and editorial process of an institutional economic magazine. Equipped with strong administrative, technical, and cross-cultural communication skills. Ready to contribute effectively to a fast-paced Public Relations Department or Corporate Communication sector.

ACADEMIC BACKGROUND

Bachelor's Degree (Licence) in Mass Communication & Information

Graduation Year: 2026

Akli Mohand Oulhadj University – Bouira, Algeria

Core Coursework: Corporate Communication, Public Relations Campaigns, Media Research Methods, Crisis Management, Digital Media & Society, Public Speaking, Administrative Correspondence.

KEY ACADEMIC PROJECTS & APPLIED EXPERIENCE

Lead Designer & Editor | Institutional Magazine Project

2026

Target Entity: Doudah Economic Institution

- Concept & Content Strategy:** Developed the complete editorial line, structured the layout, and authored professional corporate content tailored to the institution's economic profile.
- Graphic Design & Layout:** Managed the visual identity, formatting, and structural design of the magazine, ensuring strict alignment with modern corporate publishing standards.
- Project Coordination:** Oversaw all production phases, from initial research and data gathering to the final publication-ready digital draft.

CORE SKILLS & LANGUAGES MATRIX

PR & Corporate Communications:

- Public Relations Planning & Logistics
- Corporate Image & Reputation Management
- Institutional Magazine Design & Layout
- Crisis Communication Tactics & Media Relations

Digital & Media Production:

- Social Media Management & Copywriting
- Digital Communication 360°
- Media & Press Release Writing

Administrative & IT Competencies:

- MS Office Suite (Word, Excel, PowerPoint)
- Administrative Correspondence & Archiving
- Meta Business Suite & LinkedIn Optimization

Languages & Fluency:

- Arabic:** Native proficiency (Formal & Administrative)
- Amazigh:** Native proficiency
- English:** Professional working proficiency
- French:** Professional working proficiency

INTERPERSONAL ATTRIBUTES (SOFT SKILLS)

- Advanced Communication:** High eloquence in professional writing and speaking, active listening, and persuasive negotiation.
- Analytical Thinking:** Ability to translate academic communication frameworks into practical business solutions.
- Teamwork & Leadership:** Proven ability to lead group projects, manage tight publishing schedules, and deliver high-quality presentations.
- Adaptability & Drive:** Quick learner, highly resilient, and capable of managing strict deadlines under pressure.