

Rawan M. Abu El-Qumsan

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Academic & Professional Summary

A highly motivated and ambitious Public Relations and Advertising graduate with over four years of professional experience in strategic communications, data management, and international coordination. Possesses proven capability in managing information, drafting comprehensive reports, and operating efficiently within high-pressure environments. Driven to combine practical expertise in media relations with advanced academic research at the Master's level to implement impactful communication frameworks.

Education

B.Sc. in Public Relations and Advertising *Islamic University of Gaza – Palestine* | 2016 – 2021

- **Key Academic Focus:** Mass Communication, Media Research Methodologies, Strategic Advertising, Public Relations Campaigns, and Corporate Communications.
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Professional Experience

Public Relations and Advertising Officer *JAWWAL* / Gaza, Palestine | Feb 2021 – Aug 2022

- Managed institutional communication pipelines, facilitating seamless coordination between internal departments, key stakeholders, and international entities.
- Authored and edited academic-grade reports, donor updates, press releases, and specialized communication materials ensuring full consistency and accuracy.
- Collected, analyzed, and structured project data and qualitative success stories to generate knowledge products for digital platforms and publications.
- Overseeing high-volume data entry and database maintenance via CRM platforms, implementing meticulous quality control to ensure data integrity.

- Adapted operations dynamically to maintain communication efficiency and administrative continuity during crisis conditions.
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Core Competencies & Skills

- **Academic Writing & Reporting:** Proficient in drafting research-backed reports, executive updates, documentation, and scholarly communication products.
 - **Information & Data Management:** Accurate and high-speed data entry, database organization, and experienced in utilizing CRM systems.
 - **Digital Literacy:** Advanced command of MS Office Suite (Word, Excel, PowerPoint, Outlook) and collaborative digital communication platforms.
 - **Interpersonal & Crisis Management:** Excellent cross-cultural communication skills, organizational agility, and a strong capability to operate under intense pressure and fast-changing dynamics.
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Languages

- **Arabic:** Native Speaker
- **English:** Fluent (Competent in academic writing, research presentation, and professional correspondence)