Zayna Al Hamarneh, the Co-Founder & CEO of MODE Marketing & PR.Zayna is a 35 year old who kicked off her career at the young age of 15. She dabbled in several avenues including media, advertising, events, public relations, and marketing before she found my rhythm. In addition to runner her own agency, Zayna is also working as communication consultant at World Bank.

Her biggest career leap happened in 2010 when she put everything on the table and co-founded the Amman-based, boutique agency, MODE; managing clients' social media, PR, direct marketing and creative needs. MODE is specialized in fashion, retail, food & beverage, and entertainment.

She was also chosen as the only Jordanian woman to take part in Facebook's 'She Means Business' campaign and was named one of the outstanding social media business success stories in the region.

On a personal level, she loves social media, micro-blogging, teaches social media diploma students and her wanderlust can never be satisfied. She mostly posts about social media,business, women empowerment issues, travel, lifestyle, and food.