



PERSONAL

Carole Maroun

Nationalities:

Lebanese
American

SOFTWARE

Photoshop

Illustrator

InDesign

Microsoft Office

Premiere

AfterEffects

HTML & CSS coding

TRAINING

Social Media Workshop

Presentation Skills with Charisma

Guerrilla Marketing -
From Planning to Implementation

ISO 9001:2000 Internal Audit Training

Color Management

LANGUAGES



INTERESTS

Traveling / seeing new cultures

Hiking and outdoor activities

Attending cultural events

Profile

I am a creative senior designer and marketer in the education sector, with professional experience as an IT Instructor. I also taught Photoshop and digital learning classes as part of the after-school activities program.

Having a Bachelor's degree in Design from the University of Los Angeles, UCLA, and a Master's degree in Marketing and Communications from ESA Business School, I am able to teach kids not only the tools and technologies necessary to create amazing visuals, but also teach them how their creations can be applied in the real world.

Growing up in Los Angeles has prepared me to relate with people of varying cultural backgrounds and has instilled in me a love for all things cultural. Besides work, my passions include reading, traveling, movies, sports, and music.



Education

MASTERS IN MARKETING AND COMMUNICATIONS

ECOLE SUPERIEURE DES AFFAIRES (ESA)

Thesis: Setting a Marketing Strategy for Private Schools in Lebanon

BACHELOR OF ARTS IN DESIGN

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

HIGH SCHOOL DIPLOMA

UNIVERSITY HIGH SCHOOL, LOS ANGELES, CALIFORNIA

Professional Experience

Graphic Design and Marketing / IT Instructor

2013 Beirut Evangelical School for Girls and Boys - Rabieh

- Performed all in-class duties, in addition to curriculum preparation, yearly plans, lesson plans, assessment and evaluations, etc.
- Software taught: MS Office, Scratch, Photoshop, SketchUp, paint, etc.
- Improved school image with professional and consistent communications
- Increased school awareness with a creative school buses marketing campaign
- Designed social media visuals for maximum audience engagement
- Designed unique and memorable yearbook theme each year

Public Relations

2006 Industrial Research Institute

- Designed all marketing materials such as annual reports, advertising, brochures, posters, invitation cards, etc.
- Designed and maintained all content on the institute's website
- Managed events such as conferences and inaugurations
- Established QMS procedures for increased work efficiency
- Designed booth and promotional materials for exhibitions (banners, posters, institute movies, and roll-ups)
- Worked closely with management team to set communications strategies

Graphic Design and Marketing

2004 KOMAR Aviation Group (Los Angeles)

- Handled all design and advertising responsibilities
- Redesigned and implemented the corporate website
- Organized events such as the yearly exhibition "Jet Preview"
- Prepared marketing emails for existing and prospective clients
- Produced concept and artwork for on-going advertising campaigns
- Designed all promotional materials including calendars, shopping bags, etc.