

LAURA CASBO
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EXPERIENCE

BlueTrain Beirut

Account executive

Jul 18 – Present

Beirut, Lebanon

- Meeting with clients on a weekly basis to discuss their needs & preparing contact reports accordingly
- Coordinating with the creative team (preparing weekly status reports, briefs, presenting campaign ideas)
- Following up on jobs' status, media, production and making sure the deadlines are met
- Managing administrative work such as preparing invoices/quotations for clients
- Analyzing social media content of clients' platforms as well as competitive reviews (digital marketing)
- Working on clients' brand positioning and strategic recommendations

Leo Burnett

Intern

Jul 17 – Aug 17

Beirut, Lebanon

- Worked in the Digital marketing department mainly on projects covering the MENA Market
- Supported the PR and Communication department in cold calling and creative ideas for events
- Shadowed content calendars on a weekly and monthly basis for company's clients in retail
- Participated in the Leo Academy internship program and presented a team work marketing project to a major client in the Middle East

www.supremecloset.com

Intern

Jul 16 – Aug 16

- Managed and updated company's database and orders on CRM
- Performed market analysis and research on competition
- Responded to web correspondence and social media posts, and emails
- Assisted the community manager and shadowed him on digital marketing strategies

Welcome Agency

Event Hostess

Apr 15 – May 16

Beirut, Lebanon

- Attended rehearsals to aid in the flow of the different ceremonies
- Reviewed plans for the reception and resolved guests' concerns in a prompt manner
- Completed appropriate planning forms with bride (attendees list, needed monitor requests, guidelines & fees)

EDUCATION

▪ **Université Saint-Joseph**

BA. Business – Management

2015 – 2018

Beirut, Lebanon

MAIN SKILLS AND COMPETENCIES

- Proficient in writing and speaking: English, French and Arabic
- Interpersonal and Communication Skills: Creative, organized, autonomous, detail-oriented, proactive, team player, adapt easily and fast learner, time management
- Computer Skills: Microsoft Outlook, Microsoft Office (Word, Excel and PowerPoint), Windows and Mac OS

EXTRA CURRICULAR ACTIVITIES

- **Order of Malta** – Community volunteer