



# RITA EL HADDAD

ADVERTISING AND  
MARKETING GRADUATE

## CONTACT

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NASSAR BLDG., FERDAUCE ST.,  
SABTIEH, METN, LEBANON

## PROFILE

I am a motivated and enthusiastic fresh graduate looking for a challenging position to test my theoretical knowledge in the field of Advertising and Marketing with your esteemed company. I am looking to utilize my high level of creative and strategic communication skills and make use of my experience and intellect within your team.

## EDUCATION

• NOTRE DAME UNIVERSITY                      DECEMBER 2018  
B.A IN ADVERTISING AND MARKETING (DEAN'S HONOR LIST)

IMPORTANT COURSES:  
CONSUMER ACTIVATION PROGRAMS  
DIGITAL ADVERTISING

• SECOND ACHIEVEMENT AWARD IN SENIOR STUDY IN  
ADVERTISING ON BEHALF OF IAA LEBANON CHAPTER.

## PROFESSIONAL EXPERIENCE

MINI STUDIO CLUB  
PERFORMER                      MAY 2012 - PRESENT

- DANCER ON STAGE IN THEATRE PLAYS, SHOWS AND BIRTHDAYS.
- DEALING WITH CHILDREN AND FAMILIES.
- FACE PAINTING, CRAFTWORK, V/O DURING LIVE SHOWS.
- MAINTAINING A GOOD IMAGE OF THE COMPANY.

THIS EXPERIENCE ALLOWED ME TO IMPROVE MY SELF-CONFIDENCE AND TO EXPOSE MYSELF IN FRONT OF A BIG AUDIENCE. IT HAS ALSO TAUGHT ME HOW TO DEAL WITH CHILDREN AND PEOPLE IN GENERAL. ALSO, IT ALLOWED ME TO WORK IN A TEAM AND BUILD TEAM SPIRIT. FURTHERMORE, THIS EXPERIENCE HELPED ME BETTER MY PROBLEM-SOLVING SKILLS AND MY ARTISTIC SKILLS.

ACADEMY LEARNING CENTRE  
JANUARY 2017 - JUNE 2018  
ENGLISH TEACHER (FOR STUDENTS AGED 3 TO 18)

- RESPONSIBLE FOR TRAINING STUDENTS IN ENGLISH.
- REVIEW OF STUDENTS' ENGLISH ASSIGNMENTS.
- RESPONSIBLE FOR EXAM PREPARATION AND STUDY GUIDES.
- DEALING WITH PARENTS AND DISCUSSING CHILDREN'S ACADEMIC PERFORMANCE.

THIS EXPERIENCE ALLOWED ME TO ENHANCE MY COMMUNICATION SKILLS AND TO KNOW HOW TO DELIVER INFORMATION TO CHILDREN EFFECTIVELY, ESPECIALLY THOSE WHO HAVE A HARD TIME LEARNING THINGS QUICKLY. IT ALSO TAUGHT ME HOW TO BE PATIENT AND IT ENHANCED MY LEADERSHIP SKILLS. MOREOVER, IT HELPED ME BUILD MEANINGFUL RELATIONSHIPS WITH STUDENTS.

SKILLS

- SEO/SEM
- Social media strategy
- Copywriting
- Web content development
- Strong sense of confidence
- Presentation Skills
- Organized
- Digital Advertising
- Creative Planning
- Project management
- Creative thinking
- Communication skills
- Market research
- High Dedication and Energy
- Crisis Management and Problem Solving
- Team work

COMPUTER SKILLS

- Microsoft: Word, Excel, PowerPoint, Outlook, Windows XP
- Adobe: Illustrator, After Effect, Photoshop, Premiere Pro
- Avid Media Composer
- Statex: Media Planning Software
- SPSS

LANGUAGES

Fluent in written and spoken:  
Arabic  
French ( DELF B2 Certificate)  
English ( IELTS Certificate)

ACTIVITIES

- Latin and Ballroom Dancer
- Singer and musician (Guitar, Ukulele)
- Yoga
- Travelling

MARKETING INTERN AT MERCEDES-BENZ LEBANON  
JUNE 2018

- WORKING ON SALES REPORTS.
- THOROUGH STUDY AND UNDERSTANDING OF THE COMPANY AS WELL AS ITS COMPETITORS.
- CREATING INSTAGRAM POSTS AND CAPTIONS.
- HELPING WITH ORGANIZING FILES AND INFORMATION ABOUT CLIENTS.
- HELPING WITH PREPARATIONS FOR A NEW TRUCK LAUNCH.
- WORKED AT THE CUSTOMER CARE CENTRE CALLING INVITEES FOR ATTENDANCE CONFIRMATION.
- TEAM MEMBER DURING THE TRUCK LAUNCH EVENT IN JUNE. MANAGING AND USHERING THE EVENT.
- BRAINSTORMING FOR A STRATEGIC MARKETING PLAN FOR A NEW CAR LAUNCH.
- REVIEWING PRESS RELEASES.
- COMMUNICATING WITH DIFFERENT DEPARTMENTS.

THIS EXPERIENCE ALLOWED ME TO APPLY ACADEMIC THEORIES TO REAL-LIFE TASKS. IT HAS ALSO TAUGHT ME HOW TO MANAGE AND STRATEGICALLY AND CREATIVELY PLAN EVENTS AS WELL AS BUILDING MEANINGFUL RELATIONSHIPS WITH CLIENTS AND COWORKERS. IT HAS TAUGHT ME HOW TO THOROUGHLY UNDERSTAND A BRAND’S ESSENCE AND CORE.

ANONYMOUS FOR THE VOICELESS  
OCTOBER 2018-PRESENT  
ANIMAL RIGHTS ACTIVIST

- STANDING/DEMONSTRATING IN THE CUBE.
- OUTREACHING: TALKING TO PEDESTRIANS WHO ENTER THE CUBE AND BUILDING A STRONG CONNECTION WITH THEM.

THIS VOLUNTEER WORK HELPED ME BETTER MY COMMUNICATION SKILLS WITH PEOPLE IN ORDER TO CREATE A STRONG CONNECTION WITH THEM AND TO SHIFT THEIR PERSPECTIVE ABOUT TODAY’S FOOD CHOICES AND ABOUT VEGANISM. IT ALSO MADE ME WORK ON MY PATIENCE AND DETERMINATION, STANDING IN A CUBE WITHOUT MOVING FOR SEVERAL HOURS. MOREOVER, THIS EXPERIENCE ALLOWED ME TO WORK IN A TEAM AND HAVE A GOOD AND STRONG TEAM SPIRIT. THIS EXPERIENCE HELPED ME EXPRESS MYSELF AND MY VALUES.

STACCATO  
JANUARY 2019-PRESENT  
MARKETING/ADVERTISING SPECIALIST

- CREATING THE MARKETING PLAN
- SEO/SEM

THIS JOB HELPED ME IMPLEMENT DIRECTLY MY KNOWLEDGE AND SKILLS IN ADVERTISING AND MARKETING. IT HAS ALSO HELPED ME WORK BETTER IN A TEAM AND HAS ENHANCED MY CREATIVITY.