



LANA AL AKKAD

Marketing Graduate

PERSONAL SUMMARY

Egyptian Citizenship -

I am extremely motivated to constantly develop my skills and grow professionally.

PROFESSIONAL SKILLS

Adept in: Microsoft Suites (Word, Excel, Powerpoint, Frontpage) and CMS.
Basic Skills in Photoshop and SPSS.
Personal Skills: Teamwork, Innovation, Creativity, Level-Headed, Multitask, Communication, and Networking.

LANGUAGES

English and Arabic: Native
French: Fluent

CONTACT INFORMATION

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Beirut, Lebanon



CAREER HISTORY

Grand Cinemas Lebanon (SR&Co) - Lebanon & Jordan

Social Media Marketing Manager, Feb. 2018 - Nov. 2018

- Creating and developing digital focused strategies and campaigns for both territories Lebanon & Jordan across digital channels such as Facebook and Instagram.
- Work with designers, artists, copywriters, sales teams, and marketers to create effective campaigns and strategies.

Beirut International Film Festival - Beirut, Lebanon

Social Media Account Manager, Nov. 2017 - Jan. 2017

- Full authority and control over content creation, planning, and posting for all social media platforms ; Facebook, Twitter, and Instagram.

Mazda - Beirut, Lebanon

Design Thinking and Innovation Intern, Jul. 2016 - Sept. 2016

- Learned and applied new methodologies to real life business projects leveraging both customer and market insights to deliver a hands on innovative solution with an indulged customer experience.

Uber - Cairo, Egypt

Digital Marketing and Communications Intern, Jun. 2015 - Aug. 2015

- Managed all Uber content on social media platforms (Instagram / Twitter).
- Conducted market research for brand exposure in expanding the network of partnerships with companies, banks, suppliers, universities, restaurants, and clubs.

Uber - Beirut, Lebanon

Advertising and Brand Promoter, Feb. 2015 - Feb. 2015

- Worked closely with Uber on a DUI campaign to help promote a cause against drinking and driving.
- Represented Uber on university campus and helped spread the word to create demand among students.



EDUCATIONAL HISTORY

Lebanese American University Sept. 2013 - June 2017

BA in Business Administration - Major in Marketing, Beirut, Lebanon

- Graduated with a cumulative GPA of 3.2
- LAU Adnan Kassar School of Business Speech Spokesperson

Sagesse High School Sept. 2000 - May 2013

IB Diploma - Beirut, Lebanon



NOTABLE ACHIEVEMENTS

- I was a shortlisted candidate invited to experience a day at Unilever for the Quest Season 6 and awarded a certificate of participation - Beirut, Lebanon Feb. 15 2019
- Academic Scholarship: The Academic Suliman S. Olayan Foundation 2013 - 2017
- Leiden MUN Conference Delegate (LEMUN) - Netherlands, Amsterdam
- Civic Engagement Workshop Volunteer
- GCLAU MUN Delegate - Beirut, Lebanon
- Outreach & Civic Engagement Volunteer LAU - Beirut, Lebanon
- Capstone - Strategic planning and policy formation MGT 420 - LAU - Beirut, Lebanon
- Leo Burnett - Marketing Project - LAU - Beirut, Lebanon

