

# Nour Sardouk

Marketing strategist  
Social media specialist

Beirut, Lebanon

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Nationality: Lebanese

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## Experience



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### Saint Joseph University of Beirut (USJ) / Marketing & Communications Officer at the Career and Placement Office

OCTOBER 2019 - PRESENT, BEIRUT

- Prepare and implement a marketing strategy for the Career and Placement Office, which includes a new visual identity
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Measure and report on the performance of marketing campaigns, gain insight and assess against marketing objectives
- Plan, co-write and design the office's newsletters on a specific newsletters tool
- Plan, create and oversee the content published on all social media channels of the Career and Placement office (Instagram and Facebook)
- Plan, create and oversee the content published on all social media channels of the Competencies and Entrepreneurship Center (Instagram and Facebook)
- Create and maintain a content calendar that schedules all aspects of the creation and delivery of content throughout the year
- Organize and attend marketing activities or events (Job Fair, workshops, etc.) to raise brand awareness
- Plan advertising and promotional campaigns for the office's services on a variety of media (social, print etc.)
- Conduct market research to identify opportunities for promotion and growth of the office, mainly with employers in Lebanon and abroad



### Mindshare MENA / Freelance Social Media Moderator (Remote)

JANUARY 2018 - PRESENT, BEIRUT

- Community management on platforms such as Facebook, Twitter, Instagram, Socialbakers and Sprinklr
- Moderation and responding on behalf of clients from various industries who are mainly located in the Gulf region
- Complete moderation log after each shift
- Complete complaints log when applicable
- Send screen grabs to client team of any issue on the profiles / Flag any query that has not been responded to by community management team within 24 hours
- Respond to all customer service related queries within FAQ scope within 60 minutes
- Respond to posts with natural comments where possible
- 90% of communication on social platforms is in Arabic
- Work under tight deadlines and under pressure

**Lebanese American University (LAU) / Office Assistant at the Financial Aid and Scholarships Office**

JANUARY 2017 - DECEMBER 2018, BEIRUT CAMPUS

- Receiving financial aid applications and ensuring that all required documents are submitted within set deadlines.
- Provide information, in person, or on the telephone, to students, prospective students, and families regarding student financial aid and online application procedure.
- Following up with applicants (New and old students).
- Review and assess the eligibility of applications for financial aid; exercise professional judgment to determine whether adjustments should be made.
- Review accuracy of submitted documents and other financial documents.
- Receive USAID University Scholarship Program (USP VII) applications and make sure that all required documents are submitted within the set deadline.
- Participate in calling campaigns in order to establish statistics regarding current student retention, and future students.
- Perform miscellaneous job-related duties as assigned.
- Completing administrative tasks.

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**Education**

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- **Université Saint-Joseph de Beyrouth;**  
**Université François Rabelais de Tours, France /**

Master's Degree in Services Marketing - Double Diploma

SEPTEMBER 2015 - NOVEMBER 2017, BEIRUT

- Master's degree program in partnership with IAE de Tours ; GPA 3.24
- Valedictorian class of 2017

- **Université Saint-Joseph de Beyrouth**

Bachelor Degree of Business Administration and Management

SEPTEMBER 2012 - JUNE 2015, BEIRUT

- **Collège Louise Wegmann / Lebanese Baccalaureate in Economics and Social Sciences**

SEPTEMBER 1997 - JUNE 2012

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**Accomplishments**

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**Université Saint-Joseph de Beyrouth:**

- Valedictorian class of 2017
- Published Author in the Business Journal "Proche-Orient: Etudes en Management" VOL 32/1 - February 2020 (Editor: Editions de l'USJ)

<https://journals.usj.edu.lb/poem/article/view/412>

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## Languages

- **Arabic:** Mother tongue
- **French:** Fluent
- **English:** Fluent

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## Skills

- Time management - Teamwork - Social Media Marketing - Community Management - Academic Research - Strong Leadership Skills - An Eye for Trends - Creative Know-how
- **Socialbakers Suite:** a Social Media Marketing platform
- **Sprinklr:** a Customer Experience Management platform
- **Canva Pro:** a simplified graphic design tool
- **Publicate:** an HTML Email Template Builder
- **MS Office:** Word - PowerPoint - Excel

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## Certifications & Courses

1. **Facebook Certified:** Facebook Social Media Marketing Professional Certificate (Verify at: [https://www.youracclaim.com/badges/f5e4192a-07ff-44b5-830d-44c84033ac94?source=linked\\_in\\_profile](https://www.youracclaim.com/badges/f5e4192a-07ff-44b5-830d-44c84033ac94?source=linked_in_profile))
2. **Course:** Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more - IE Business School (Verify at: [coursera.org/verify/TRQM4C3YCXV6](https://coursera.org/verify/TRQM4C3YCXV6))
3. **Course:** What is Social? - Northwestern University (Verify at: [coursera.org/verify/WE6CV4SM89AM](https://coursera.org/verify/WE6CV4SM89AM))
4. **Course:** Brand Management: Aligning Business, Brand and Behaviour - London Business School (verify at: <https://www.coursera.org/account/accomplishments/certificate/GDD4EHN2E4>)