

Lana Nawam

Contact

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EDUCATION

AMERICAN UNIVERSITY OF BEIRUT | 2016 – 2019

BACHELOR OF ARTS, MAJOR IN MEDIA AND COMMUNICATIONS

Dean's honor list award (Fall 2016- Fall 2019)

COLLEGE PROTESTANT FRANÇAIS | 2001 - 2016

FRENCH BACCALAUREATE - ECONOMICS & SOCIAL SCIENCE

EXPERIENCE

AZADEA | JUL 2018

MARKETING INTERN

- Assisted trainings for soon to be Brand Managers
- Monitored competing companies' media mentions, social media activities and consumer interaction to measure Azadea's standing compared to its competitors.
- Worked on Azadea's brand insights around the Middle East and created a mood board that inspired future event ideas.

Bank Audi | JUN 2018

MARKETING AND COMMUNICATION INTERN

- Worked on a Marketing Campaign during the World Cup Season
- Helped with implementing new offers for Bank Audi's customers and co-workers
- Attended trainings on how to become a Brand Ambassador for Bank Audi's Spring account
- Personally coordinated with the communication department
- Witnessed several meetings between the marketing and communication department concerning new campaigns

MTV Lebanon | AUG 2017

PRODUCTION INTERN

- Audited the behind the scenes work of MTV
- Saw several technical difficulties long term solutions
- Witnessed post-crisis rules implementations

AUBMC | MAY 2015

HUMAN RESOURCES INTERN

- Attended several job interviews
- Worked on interview questions
- Observed interactions between the employees and HR representative

ACTIVITIES

OUTLOOK, AUB STUDENT NEWSPAPER

PR TEAM MEMBER | SEP 2018 – JUN 2019

- Worked on sponsorship packages
- Organized the annual election debate on campus

MEDIA SOCIETY, AUB STUDENT CLUB

SENIOR REPRESENTATIVE | SEP 2018 - JUN 2019

- Organized several social and intellectual events throughout the year
- Participated in the decision-making of the cabinet

AUB OUTDOORS, BIGGEST STUDENT ORGANIZED EVENT IN THE MENA

MARKETING TEAM MEMBER | SPRING 2019

AUB OUTDOORS, BIGGEST STUDENT ORGANIZED EVENT IN THE MENA

PR TEAM MEMBER | SPRING 2019

SKILLS

INFORMATION TECHNOLOGY

- MS Office (Excel, PowerPoint, Word) HTML5/CSS (Basic)
- Python Basics

LANGUAGES

- Fluent in written and spoken English, French and Arabic