

Nassab Helal

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EDUCATION

Lebanese American University

B.S. in Business Administration with emphasis in **Marketing**
(Writing for Advertising & PR-Communication and Negotiation Skills)
CGPA: 3.75

Beirut, Lebanon
2016- 2019

Lebanese Evangelical School for Boys & Girls

Lebanon
Graduated with Distinction
Lebanese Baccalaureate- Sociology and Economics

Beirut,
2009-2016

LANGUAGES

Arabic and English (Fluent in oral and written communications); French (intermediate oral)

EXPERIENCES

Participant in L'Oréal's Brandstorm Competition

Reinventing the skin care experience

Leo Burnett

Public Relations Intern

- Dealt with different kinds of research
- Media Relations
- Attended and Contributed to brainstorming sessions
- Developed Content (post event content development)
- Conducted monthly Client Reports and analysis

J. Walter Thompson

Public Relations Intern

- Dealt with different kinds of research
- Worked on monthly Content Calendars (Article writing)
- Developed Content (Press Releases, internal communications, Q&A...)
- Translated writing material from English to Arabic and vice versa
- Media Relations

Lebanese American University & Flugan Rides Competition Finalist

- Handled re-launching Kunhadi's "Flugen Rides" taxi application
- Conducted effective research
- Devised different integrated Marketing strategies

6th LAU Model Arab League

Logistics and Operations Coordinator

12th GC LAU Model United Nations

Logistics and Operations Coordinator

EXTRACURRICULAR ACTIVITIES

Foodblessed – *Volunteer*

Children's cancer center inpatient unit – *Volunteer*