

DANA HAMMOUD

OBJECTIVE: SEEKING AN EXPERIENCE IN MARKETING THAT WILL ENHANCE MY SKILLS, AUGMENT MY CREATIVITY, AND GIVE ME AMPLE OPPORTUNITIES FOR CAREER ADVANCEMENT.

EXPERIENCE

FEB 2019 – PRESENT	Leo Burnett, Lebanon Position Held: Intern - MSL Group - Publicis Groupe <ul style="list-style-type: none">• Conducting PR research for clients such as: Philip Morris International, Alpha, ABC, Zaatar w Zeit• Handling media relations for Alpha client• Social media Listening and Profiling• Monthly and Coverage Reports• Participating in brainstorming sessions for several projects
SEP 2017– OCT 2017	Horizon FCB, Lebanon Position held: Intern <ul style="list-style-type: none">• Joined various advertising projects for different clients like: MEA, Chateau Musar, Cedar Miles...etc• Worked with the creative team on ideas for a Christmas campaign for Chateau Musar• Communicated ideas with teams on creative and client servicing tasks
SEP 2014 – JUNE 2017	Lebanese American University, Lebanon Position held: Student Assistant (Supply Office) <ul style="list-style-type: none">• Controlled stock and inventory• Assisted with the handling of paperwork
SEP 2014 – PRESENT	Gloria, Lebanon Position held: Assistant Manager <ul style="list-style-type: none">• Attending Cosmoprof Worldwide Exhibition (Italy)• Selecting & Pricing quotas for different clients• Translating emails and communicating with foreign business colleagues

EDUCATION

JAN 2018– DEC 2018	Istituto Europeo di Design (IED), Milan, Italy Masters in Fashion Marketing Graduated: DEC. 2018 <ul style="list-style-type: none">• Thesis Project - The Uprising Fallout: Sensory Marketing in the Fashion World• Key Projects:<ul style="list-style-type: none">• Fashion Marketing & Interior Design Class: Adidas In-Store Activation Group Project Winner (1st place)• Reverse Fashion Mentoring: Warmly Moncler for UNICEF- Moncler In-store activation Group Project Winner (1st place)• Visual language: Lebanese designers and nature inspired collections - Individual Project
2014–2017	Lebanese American University, Lebanon Bachelor's in business administration (BBA), Marketing Emphasis Graduated: June 2017

SKILLS & INTERESTS

- **Languages:** Fluent in English and Arabic (spoken, written, and read), Italian (Pre-Intermediate), French & Spanish (Basic)
- **Digitally:** Proficient in MS Office, MS Excel, PowerPoint, In-design & Photoshop (Basic Skills) etc...
- **Interests:** Traveling, Sports(dancing, muay thai, calisthenics, yoga), Reading & Writing(poems, psychology, consumer behavior, mythology...)
- **Endorsements:** leadership skills, public speaking, creative writing

EXTRACURRICULAR ACTIVITIES

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| • LAU Rugby Team Varsity | SEP 2016 – JUNE 2017 |
| • Folk Dance Club | SEP 2014 – JUNE 2017 |
| • Muay Thai Varsity | SEP 2014 – JUNE 2017 |
| • Civic Engagement Volunteer | JUNE 2017 |