
MAUD ABI KHALIL

Imm. General Elie Abi Khalil, Main Street, Bleibel, Lebanon • +961 70 / 231660 • maudak@gmail.com •
date of birth 16 05 1996

EDUCATION

SAINT JOSEPH UNIVERSITY (USJ)

Bachelor degree in Marketing and Advertising Graduated June 2017

COLLEGE NOTRE DAME DE JAMHOUR

Obtained the French and Lebanese Baccalaureate in Literature 2014

EXPERIENCE

SPEARHEAD Marketing & Communications SAL

Junior Account Executive 11/2017→Present

- Presenting campaign pitches to clients
- Developing Marketing plans
- Monitoring work progress and keeping in contact with clients at all stages
- Briefing the creative team on required deliverable
- Reporting on performance metrics on a monthly basis
- Develop social media strategy and content plans that engage brand's target audience
- Monitoring, moderating and responding across different channels
- Manage and grow social media communities
- Work on other areas of digital marketing development & execution

MIRROS communication & media services

Part-timer 09/2017→10/2017

- Media relations and press monitoring for various events including Beirut art fair and Beirut design fair 2017, Opening of the Goethe Institute, Opening of Nespresso in ABC Verdun

A&S CHRONORA (ROLEX brand)

Intern 07/2017→08/2017

- Conducted a customer survey to help set up a new marketing strategy
- Organized the database and collected information about the clients

M&C SAATCHI

Intern 07/2016→08/2016

- Did competitive reviews, trends and research analysis, then worked on drawing out conclusions and recommendations to the client
- Did field work including mystery shopper and brand audit
- Worked on developing the agency's creative brief and the communication strategy and plan

BANK AUDI

Intern 07/2015→08/2015

- Assisted in the sales process of loans and insurances by granting customers different offers matching their needs, gathering all legal documents necessary and closing the deal
- Assisted in operations as a teller
- Ambassador of the Spring Account

SKILLS & OTHER

- Fluent in English, Arabic and French
- Computer skills include: Microsoft Word, Excel, PowerPoint, Photoshop, InDesign, SPSS, AdWords, Google Analytics, Facebook Ads Manager
- Organized a school event : Fashion show in 2014
- Participated in the media coverage of Beirut fashion week 2017
- Volunteer work with Offre Joie, AFEL and Tawlet