

Farah Armouch

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EDUCATION

American University of Beirut (AUB)	Beirut, Lebanon
Olayan S. School of Business (OSB)	Sep.16 – Jun.19
Bachelor in Business Administration, with Emphasis on Marketing	
Lycee Abdel Kader	Beirut, Lebanon
French Baccalaureate: Life Sciences	Sep.01 – Jun.16

EXPERIENCE

Publicis Levant	Beirut, Lebanon
Intern in the Client Servicing department	Jun.18 – Jul.18
<ul style="list-style-type: none">• Wrote creative briefs for different brands• Conducted market research• Developed and presented competitive reviews• Participated in weekly team meetings	
M&C Saatchi	Beirut, Lebanon
Intern in the Client Servicing department	Jul.18 – Aug.18
<ul style="list-style-type: none">• Created a marketing activation for a local brand• Engaged in market research and competitive reviews• Wrote creative briefs for different brands	

EXTRACURRICULAR ACTIVITIES

Outlook – AUB	Beirut, Lebanon
Marketing Team Leader	Sep. 18 – Jun.19
<ul style="list-style-type: none">• Created engaging content on different social media platforms to attract readers• Covered several events and exhibitions live on social media accounts• Developed offline marketing strategies to increase the number of readers	
Outdoors – AUB	Beirut, Lebanon
Member of the Marketing Team	Jan.18 – May.18
<ul style="list-style-type: none">• Promoted Outdoors through offline activations in different locations all across Lebanon• Engaged in face to face interactions to promote the event and increase the number of attendees	
BEYMUN – AUB	Beirut, Lebanon
Member of the Marketing Team	Oct.17 – Jun.19
<ul style="list-style-type: none">• Increased the number of delegates participation to hundreds by creating relevant and appealing online content and engaging in offline activations• Covered the conference live on social media platforms	

SUMMARY SKILLS

Computer skills: Microsoft Office, Social Bakers (Social Media Analytics Tool)

Languages: Fluent in English, Arabic and French

Soft skills: Leadership, Communication, Team-Building, Organizational, Management, Public Speaking

CERTIFICATIONS

• Google Analytics Individual Qualification	Jul.19
• Google Ads Certifications	Jan.19
• Fullbridge U Program	May.18
• Thompson Reuters Eikon – Version 4	Apr. 17

INTERESTS AND HOBBIES

Sports: Running and Hiking

Artistic: Choir: Member of Lycee Abdel Kader Choir (2008- 2012) and Member of Beirut Youth Choir (2013- 2017)