

GHIWA RAZZOUK

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CONTACT

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PROFESSIONAL EXPERIENCE

ROLADY FASHION - Junior Marketer

2019- Present

- Developing marketing strategies and plans in liaison with the sales team in order to optimize business opportunities.
- Supervising the customer service team and ensuring ultimate customer satisfaction.
- Assigning projects and tasks to sales team members.
- Developing social media campaigns while adhering to their audience.
- Communicating project status to key stakeholders, including any at-risk tasks, delays or revised timelines.

MENTOR ARABIA - Manager Assistant Intern

February 2018- May 2018

- Participated with team members in establishing monthly events to raise awareness among youth.
- Held responsible for planning, creating and posting tailored content on social media platforms.
- Researched and delivered various sponsors to support Mentor Arabia's vision and mission.

ROLADY FASHION - Fashion Marketer

May 2017- July 2017

- Worked closely with the fashion team to present the latest trends and fashion tips to targeted audience online.
- Enhanced the brand image and reputation of Rolady on social platforms.

EDUCATION

Lebanese American University - Bachelor of Science in Business studies — Business Marketing
Institut Moderne du Liban - Baccalaureate in Sociology and Economics

SPECIAL COURSES

Entrepreneurial marketing,
Integrated marketing
communications,
Communication skills

COMPUTER

Microsoft Office
(Word, Excel,
Powerpoint)

LANGUAGES

English, French and Arabic