

S A M I R I Z K A L L A H

EDUCATION

American University of Beirut AUB Beirut, Lebanon June 2018

- ▶ BBA: Business Administration with a Concentration in Marketing
- ▶ Minor in Psychology

Collège Protestant Français Beirut, Lebanon June 2014

- ▶ French Baccalaureate: Scientific

PROFESSIONAL EXPERIENCE

Mirum Beirut, Lebanon January-March

- ▶ Freelance community manager and copywriter.
- ▶ Managed social media accounts and Assisted senior team members with client communications.
- ▶ Developed high-impact marketing strategies and implementations to improve brand awareness and enhance online communications.

INTERNSHIP

Leo burnett Beirut, Lebanon summer 2017.

- ▶ Served the setup and management of a marketing campaign.
- ▶ Generated reports and insights for the wider communication team.
- ▶ Brainstormed new marketing concepts that deliver first class results and challenges of working within a dynamic working environment.

Electro Industries Dubai, UAE Summer 2016

- ▶ Got acquainted with Business Operations by observing senior employees and reviewing financial documents
- ▶ Got acquainted with the Factory and Manufacturing Operations including assembly line, stock management, and quality assurance
- ▶ Performed duties as assigned in sales and marketing department such as finding, acquiring and purchasing goods and services

Bank Byblos Beirut, Lebanon Summer 2015

- ▶ Experienced with the banking system
- ▶ Assisted in Cashier and Customer Services Operations

SKILLS AND OTHER INFORMATION

- ▶ Campaigns and marketing research: Beesline campaign 2017, Footballshoplb Social Media strategy, Roadster campaign 2018, Crepaway digital landscape assessment.
- ▶ Google ads certification
- ▶ Social, political, developmental psychology.
- ▶ Languages: fluent in Arabic, French and English, and good knowledge of Spanish
- ▶ Computer Skills: Ms Word, Excel, Power point, proficient with Social Media Analytical tools.
- ▶ Others: Efficient team member, fast learner, has excellent time management skills.
- ▶ Enthusiastic, keen, and ready to learn

INTERESTS AND HOBBIES

Football, Art, Music, Digital marketing, Psychology, Anthropology, Reading, Travelling, Photography,Swimming, Fitness

ACTIVITIES

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|----------------------------------------------|-----------|
| ▶ Member of AUB Junior Varsity Football team | 2014-2018 |
| ▶ Member of the Secular Club | 2014-2018 |
| ▶ Member of the Advanced Soccer Academy | 2009-2014 |
| ▶ Member of the visual arts club | 2016-2018 |

ACHIEVEMENTS

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|-----------------------------------------------------------------------------------------------|-----------|
| ▶ Participated in the Lebanese Football League – 4 th division | 2014-2018 |
| ▶ Champions of the International Junior Football Tournament - copa catalunya Barcelona, Spain | July 2012 |

