

Marilyn Bou Ghosn

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OBJECTIVE

Seeking an entry-level position in the capacity of Advertising & Marketing.

Offer a Bachelor's degree in Advertising and Marketing, diverse experience, and a solid understanding of marketing strategies illustrated through academic projects in the area of: Web based marketing, strategy development, advertising campaigns, media planning, creativity & copy and competitive analysis.

EXPERIENCE

Digital Marketing Executive

Youjad.com

Ain Saadeh, Lebanon

September-2018 - Present

- Social Media Manager
- Email Marketing
- PPC
- SEO and Content Marketing

Intern

Hosri Group

Sin El fil, Lebanon

March-2018 - May-2018

- Worked on a professional campaign for Ritter's Sport brand
- Attended several training on branding, storytelling and advertising.

Freelancer for Social Media Account

Bou Emile Restaurant

Broumana, Lebanon

October-2017 - January-2019

- Created engaging blogs and social media content
- Implemented Campaigns
- Monitored analytics to identify viable ideas

Graphic Designer

Nascode

Sin El Fil, Lebanon

July-2017 - March-2018

- Participated in various projects from concept to completion
- Produced drafts, prototypes and engaging design solutions
- Pitched creative ideas that enhance projects.
- Took on special design tasks to support multiple projects

Sales Representative

Coca-Cola

Choueifate, Lebanon

August-2016 - January-2017

- Conducted markets visits to outlets and corresponding event
 - Represented and promoted the brand at various Points of Sales
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EDUCATION

Bachelor of Arts in Advertising and Marketing

Notre Dame University
Louaize, Lebanon
2014–2018

- Received Dean's List Nomination for Fall 2016 and Spring 2017
- Reached the final stage of the "Unleash your Creativity Contest" by Hosri Group (May 2018)

Humanities

College Sainte Famille
Fanar, Lebanon
1998–2014

- Double Bac

CERTIFICATIONS & COURSES

"The Art of Pitching" by Berytech
"How to Get Ahead in Advertising" by Impact BBDO
"Intellectual property" by Sader Law Firm
"Telling is not Selling" by JWT
"Business Planning & ROI" by Vanguard
"Digital Revolution" by HICART
"How to Advertise on Social Media" by INTOACT
"The Power Of Influence" by KAPSLOCK
"Digital Marketing from A to Z" by INTOACT

INTERESTS & HOBBIES

Travelling, Camping, Photography, creating handmade gifts for all occasions.

EXTRACURRICULAR ACTIVITIES

2014: General Assistant Chief Cedar Scout, Notre Dame Ain Saadeh
2015: Hostess at Al-Farah Group agency & Monitor at Sagesse high School Summer Camp

SKILLS

- Movie Maker, Adobe Photoshop, Avid, After Effects, Illustrator.

LANGUAGES

Arabic
French
English