

Dounia AbouJalad

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EDUCATION

Notre Dame University, School of Humanities Zouk Mosbeh, Lebanon Bachelor of Art in Marketing and Advertising Sept. 2012-Jun. 2017

College Des Maristes Champville Dik El Mehdi, Lebanon Lebanese Baccalaureate in Economics and Sociology June, 2012

PROFESSIONAL EXPERIENCE

Mediane Beirut, Lebanon **Marketing Coordinator** Oct. 2018-Present

- Creating monthly calendars
- Coming up with marketing strategies
- Creating ideas for social media posts along with interacting with the graphic designer
- Preparing marketing events (flyers, booths etc...)
- Managing a product documentary
- Organizing social media pages

W.Cape Holidays Athens, Greece **Wedding Planner Assistant** Jun. 2018-Aug.2018

- Organizing between the bride in Lebanon and the agency in Greece
- Organizing the venue of the event and its details
- Managing the wedding during the event itself
- Managing between the attendees' needs and the agency's requirements
- Assisting attendees with any problems encountered.

Marketer Hub Beirut, Lebanon **Content marketing and Curation** Oct. 2017-Jan.2018

- Aligning business development to identify the challenges of the audience
- Contribute in content writing and management
- Curate the content- engage the audience through aggregation tools and editorial newsletter
- Contribution in Marketing Utility Documents for Lead Generation Forms

- Research about content types provided – Diversification (Graphics, Infographics, Videos...)
- Building the topics that are the main interests of the audiences.
- Member of the Writer's Team.
- Published 5 articles on LinkedIn regarding marketing, personal blogs, and public relations.

AEISIC-Ain Shams University Cairo, Egypt **Intern in Marketing** Jul. 2016-Aug.2016

- Engaging heavily with locals and local organizations to create and implement sustainable solutions that can address the local community's needs
- Supporting the project's operations in the Marketing field
- Working in a local community on addressing the community's needs and bringing to life the things that they wish to see in place
- Conducting on ground surveys to fulfil the communities' needs
- Educating the local volunteers to ensure that they are well aware of how to carry out the execution of the project and make it sustainable
- Preparing and delivering the needed sessions and workshops to the project team
- Moderating team discussions on ideas or initiatives to be implemented
- Analyzing the materials available in the local community and deciding on the suitable ones to use for the project
- Envision and design the project's output
- Planning the execution of the ideas and overseeing their implementation with the rest of the team
- Coordinating and working with the project's team to ensure the project's timeline implementation
- Supporting in the execution of the project ideas, as well as in other project areas if required
- Participating in events organized by the community and AIESEC.

Le Charcutier Aoun Rabieh, Lebanon

Sept. 2012- Apr. 2014

- Assisting in shelf stocking, product display and pricing.
- Customer service representative

WORKSHOPS

- **Public Speaking Workshop** Tammayaz

May 2017

- **Entrepreneurship 101** MITX

Jan-May 2017

- **MOOC Online Courses** U.S.A Embassy

March 2017

LEADERSHIP & AFFILIATIONS

- **Semi Finalist in Hult Prize Regional Competition** Dubai, UAE
March 2017
- **Finalist in Impact Startup Sprint Competition at Alcity** Beirut, Lebanon
Feb. 2017
- **First Place in Hult Prize Competition at USEK** Kasslik, Lebanon
January 2017

ADDITIONAL SKILLS

Programming Languages: Microsoft Office • IBM SPSS Statistics • Adobe Photoshop • Adobe Premier

Languages: English (fluent) • Arabic (native) • French (Fluent)