

Marla Aghajanian

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Education

American University of Beirut (AUB)

Sep 2016 – June 2019

BA in Business Administration - Emphasis in Marketing

Relevant Courses: Digital Marketing, Advertising and Communication, Customer Experience and Design, B2B Marketing
GPA: 3.54

Beirut Evangelical School for Boys and Girls

Sep 2001 – May 2016

Lebanese Baccalaureate II, Socio-Economics

Experience

Just Care NGO

Lebanon

Marketing & Promotional Intern

September 2019 – Current

- Pitched the company story to potential clients and volunteers for the Beirut Marathon
- Established a wide portfolio of connections through CSR networking

Fattal Group

Lebanon

Marketing & Sales Intern

June 2018 – Aug 2018

- Processed pricing and sales data into reports to compare the sales performance of Fattal to their competitors
- Conducted a marketing strategy and pitched Sisley's new product launch through **B2B marketing**
- Managed sales of two perfume brands within a 2-day Bazaar; sales totaled up to **80** bottles

Extra-Curricular Activities

International Case Competition Club – Member

Jul 2018 – June 2019

- Received **180+** hours of problem solving, tackling different business issues within a 12-month period
- Collaborated in different teams to challenge and formulate business cases within a given deadline
- Developed and delivered interactive PowerPoint presentations, covering several industries (FMCG, Airline, Fast Fashion, Telecom, etc)

180-Degrees Consulting Club – Member

Sep 2018 – May 2019

- Organized engaging workshops aimed at encouraging analytical problem solving to students

Beirut International MUN – Marketing Team Leader

Sep 2018 – April 2019

- Assisted with the social media coverage of a 3-day conference; witnessed **3,820** Instagram profile visits
- Used database systems to track generated leads
- Developed a marketing campaign aiming to raise awareness on Himaya's mission; achieved a reach of **1,382** users

AUB Outdoors – Entertainment Team Member

Jan 2018 – May 2019

- Contributed to the selection process from auditions to interviews of the entertainment acts for the event
- Distributed marketing content in the form of **50** flyers and posters throughout Hamra
- Given additional sole responsibility to fully cover the two-day event (May 3 and 4) on the official Instagram page

Model United Nations

March 2016

- Received the diplomacy award due to charismatic leadership, collaboration and a portrayal of drive

Competitions

- 3rd runner up, out of 24 universities, in the **Hong Kong HSBC/HKU Business competition** 2019
- 1st runner up in the **Byblos competition** – Developed a strategy to fully optimize an SME. 2019
- Developed a sustainable business plan "Waste360" for the **IBDAA competition** 2019
- Scored 16/32 on the DMI assignment achieved first runner-up within the **L'OREAL Hackathon Competition**. 2018
- Placed 2nd out of 10 within the **LALAC Case Study Competition** 2017

Certifications

- Google **Fundamentals of Digital Marketing** Certification 2019
- Google **AdWords** Certification 2018
- **Fullbridge U Program** certificate – Trainings covering design thinking, problem solving, project planning) 2018
- **Reuters Eikon** Certification 2017

Skills

Technical Skills: Microsoft Office (Excel), Adobe Photoshop, Project Management, SEO

Languages: English (fluent), Arabic (fluent), French (intermediate), Armenian (intermediate), Spanish (beginner)