



SARA EL ASSI

A 25-year-old Marketer with a bubbly personality, a passion for meeting new people, and a love for life and adventure.

Contact



Beirut, Lebanon

+961 76 887 128

Elassi.sara1@gmail.com

Languages

English



Arabic - Native



French



Hobbies & Interests

Volunteering

1) Red Cross Youth Department: Was part of the club during my 4 years at AUB

2) Rotaract Club of Saida: Been an active member since I joined in January 2016 and held the position of Secretary of the Board for the year 2017-2018

Reading

Travelling

Running (Half Marathoner)

Education

2011 – 2015

Beirut, Lebanon

American University of Beirut

Bachelor Degree in Business Administration, with emphasis in Marketing

Courses Taken: Public Relations, Social Media Management & Marketing Communications

2007 – 2011

Riyadh, Saudi Arabia

International School of Choueifat

High School Diploma

Work Experience

April 2016 – Present

Beirut, Lebanon

Marketing Coordinator

BML – Bank Misr Liban S.A.L

Working on the full Integrated Communication of the bank (Online & Offline, Internal & External)

Uplifting the brand image to focus on the youth and our slogan "Aim.Act.Achieve"

Developed CSR initiatives, such as Dafa, that concentrate on helping the less fortunate

October – December 2015

Beirut, Lebanon

Client Servicing Intern

Drive Dentsu

June 2014

Beirut, Lebanon

Client Servicing Intern

Leo Burnett

Got to learn the different functions of an Ad Agency and learnt the process followed to create an advertising campaign

Worked on a full fledged Marketing campaign for a client