

# SALLY JAROUDY

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## EXPERIENCE

### Conceptual Designer

#### XLAB Experiential Marketing Agency

09/2019 Beirut, Lebanon

Xlab is a first full-service brand experience agency in the MENA region, based in Lebanon with operations spanning the entire area.

- Provided design support for client-facing presentations, including visual design.
- Assisted in entire design and development process of projects and events. While working closely with technical design and sourcing team.
- Researched, created and presented cohesive concepts and finished designs to the development team.
- Conducted research to understand the needs of clients, market trends and relevant background information. Assisted with business development and marketing efforts.

### Interior Design Consultant

#### SKAFF group

10/2019 Beirut, Lebanon

SKAFF is a leader in Lebanon in the field of decorative fabrics. Offering a full range of home decoration products, including textiles, wallpaper, furniture, and home accessories.

- Provided design services to create a desired environment and ensured correct scale and proportion.
- Developed on-going client relations; coordinating and providing interior consultations.
- Created floor plans with specifying finish and fabric selections.
- Assisted with styling and guiding customers in selecting the best custom treatments for their interiors, while also studying budget.

### Interior Designer

#### Art-Monit

03/2019 Beirut, Lebanon

Art-Monit provides superior services for Planning, Managing and Implementation of Weddings, and Events along with Interior Design.

- Conceived designs and drafted detailed floor plans, elevations, and color renderings.
- Created and presented interior design concepts for individual and corporate clients, including those for private homes, offices and model apartments.
- Assisted in executing the firm's events strategy and design venue. As well as learning how to organize all the event logistics required.

## SUMMARY

With 3 years in Design and Content development experience, Sally is heavily equipped with a comprehensive proficiency in creative process and design strategy.

Presently, Sally is involved with projects focusing on areas of event planning, management, marketing, digital strategy, and communications.

## EDUCATION

### Bachelor of Architecture & Design - Interior Design with Minor in Marketing

#### Lebanese American University

2015 - 2019

## CERTIFICATIONS & TRAININGS

### Fundamentals of Digital Marketing

#### Google

2019

### Google Analytics

#### Google

2019

### Creative Strategy & The Creative Process

#### LAU

2018

## EXPERIENCE

### Graphic Designer

[FindUrDoc.](#)

📅 12/2018 📍 Beirut, Lebanon

FindUrDoc. is a start-up mobile application that connects patients to medical doctors. FindUrDoc is used by patients to find, choose, rate and review all types of doctors in California.

- Developed and executed brand identity.
- Brainstormed ways to improve media layout with design team.
- Presented 2 key social media plan deliverable on a weekly basis.
- Designed and scheduled social media posts across platforms in alignment with overall marketing strategy.
- Took charge of illustrations and photography.

### Content Blogger

[Banque Libano-Française](#)

📅 04/2018 📍 Beirut, Lebanon

Lucky to be Young is a platform set in 2014 by Banque Libano-Française (BLF).

- Created thoughtful and unique content for the website.
- Copy-writing and developing socially-targeted groups known as Inspiration Packs in collaboration with other campaign collateral.
- Contributed growth in search engine optimization by creating consistent weekly blogs.

### Assistant in Graphic Design Department

[Lebanese American University](#)

📅 09/2015 📍 Beirut, Lebanon

Company Description

- Assisted in organizing Senior Graphic Design exhibitions' layout.
- Worked with Graphic Design professors in coordinating conferences and seminars.
- Altered the department's wall art layout design on a weekly basis.

## CERTIFICATIONS & TRAININGS

### Advanced Social Media Marketing Strategy

[Lynda.com](#)

📅 2019

### Graphic Design Studio

[LAU](#)

📅 2016

### Digital Photography

[Tony Yammine photography workshop](#)

📅 2014

## SKILLS

Microsoft Office

Photoshop

Illustrator

Auto-cad

3D Max

InDesign

Lumion