

GHINA ASSI

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OBJECTIVE

Seeking an entry-level position as a digital marketer in a well reputed institution that will provide me with career advancement.

EDUCATION

American University of Beirut, Lebanon 09/2016 – 06/2019

- Bachelor Degree in Business Administration | Marketing concentration
- Senior Standing
- Graduation date: Spring 2019
- Key Courses: Digital Luxury Marketing, Decision Making, Retail Marketing, Digital Marketing, and Customer Experience Design

Lycee Abdel Kader, Lebanon 09/2001 – 05/2016

- French and Lebanese Baccalaureate, Scientific

WORK EXPERIENCE

Le 43 Catering | Shadowing (Sales and marketing) 09/2019-10/2019

- Assisting in all the events and making sure everything is under control.
- Helping the chef with developing menus for clients and corporate companies.
- Assisted the food and beverage manager in his meetings with the clients.
- Posting on my personal page stories and highlights about the events and spreading awareness more about the company.
- Visited the outlets where they cater (LAU Beirut and jbeil, USJ, NDU, Credit Libanais, Bank Audi, Starbucks and venues).
- Follow up with any client to make sure that he/she is satisfied with the service.

Al Makassed Association in Beirut (NGO) | Marketing Officer 08/2019-09/2019

- Followed up with the Marketing Agency for the yearly media plan and conducted meetings with them.
- Met up with the Creative Agency to discuss Al Makassed strategy.
- Improved Social Media platforms to increase awareness and turn leads into qualified leads.
- Followed and met up with Al Makassed Hospital for further details on some information.
- Wrote the social media plan for the months of August and September.
- Organized the yearly Marketing plan (media plan, TV plan and Billboard plan).

Libano Suisse Insurance | Sales Consultant 03/2019-04/2019

- Met with customers in a sales environment to drive product sales and knowledge.
- Follow up with any client to make sure that he/she is satisfied with the product and service.

UNDP (United Nations Development Program) | Digital Marketing Intern 06/2018 – 08/2018

- Managed the company's social media and website posts.
- Added up to the website by improving it.
- Assisted in the project of Live Lebanon and field visits.
- Completed the tasks that were assigned to me before deadlines.

Find A Nurse | Market Research Intern 10/2017 – 12/2017

- Added-up to the startup company team.
- Analyzed the market in order to widen the business reaching the Gulf Cooperation Council (GCC) countries and Turkey.
- Managed the company's social media posts on different platforms.

Ras El Nabeh Bookstore | Sales Representative Intern 08/2015 – 09/2015

- Communicated directly with customers.
- Improved the sales conditions and customer service.

Ggroup | Interior Design Intern 06/2014 – 08/2014

- Assisted the designer with field visits and meeting clients.
- Redesigned Adidas store using Autocad and 3ds Max.

EXTRACURRICULAR ACTIVITIES

Participated in L'Oreal Brandstorm 2018 Competition

Participated in EBDAA competition – 2019

Part of the Business Student Society (BSS) Club

CERTIFICATES

- Nominated to the Internship Star Award between 17 students
Created a new mock website during my internship at the UNDP to show them how to improve their actual website
- Completed the course of Ethics and Integrity at the United Nations 01/2020

COMPUTER SKILLS

Proficient in MS Office (Excel, PowerPoint, and Word)

LANGUAGES

Fluent in Arabic, English and French (Speaking, reading and writing)

COMPETENCIES

Communication, Planning and Organizing, Client Orientation, Teamwork, Creativity, Accountability, Data analysis

INTERESTS AND HOBBIES

Basketball, Hiking, Swimming and drawing (<https://ghinaassi224.wixsite.com/ghinassi>)

RECOMMENDATIONS

Available upon request