

## Layan Murad

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### OBJECTIVE

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Highly motivated double major student, currently obtaining an Undergraduate Degree in both Marketing, and Hospitality and Tourism Management. Able to build and strengthen relations by fostering two-way communications.

### EDUCATION

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- *September 2017 – December 2019* | **Lebanese American University (LAU)** *Expected Grad. June 2020*  
Bachelor of Science in Business Marketing  
CGPA: 3.72, Distinction Student | MGPA: 3.91
- *January 2018 – December 2019* | **Lebanese American University (LAU)**  
Bachelor of Science in Hospitality and Tourism Management  
CGPA: 3.72, Distinction Student | MGPA: 3.79
- *September 2016 – May 2017* | **Lebanese American University (LAU)**  
Bachelor of Architecture  
CGPA: 3.55, Distinction Student
- *September 2001 – June 2016* | **International College (IC)**  
Lebanese Baccalaureate, Economics & Sociology emphasis | Honorable Mention

### WORK EXPERIENCE

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*June – August 2018* | **Event Planning Internship at The Planner**

- *Helping out in coordinating events from pre-event to post event.*

*June - August 2019* | **Marketing Associate Internship at Tamarat**

- Prepared and managed events and exhibitions
- Deployed successful marketing campaigns for Tamarat products
- Created the sales and marketing collateral for clients as needed

### EXTRACURRICULAR ACTIVITIES

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**Participant in Beesline Competition: Delivered a new Marketing Strategy for “Beeswax”**

- Developed a marketing strategy for introducing the new product into the Lebanese market.

**Participant in Designer24 Competition: Created a Brand and Strategy Development**

- Developed a marketing strategy on how to improve the position of the growing brand in the market.

**Volunteer at the JamaloukiCon Fashion and Beauty Festival**

- Responsible of the backstage models pre-fashion show of Heart Beat NGO.

**Volunteer at Moasat Charity Organization**

- Helped in collecting donations in order to support the underprivileged.

**Volunteer at Roteract Club of Saida**

- Participated in the planning, organizing, and coordinating of several charity events.

**Member at LAU Fashion Club**

- Helped in planning several fashion workshops and events.

### CERTIFICATES

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**Inbound Marketing Certificate:** Creating valuable content and experiences tailored to attract customers

### INTERESTS AND HOBBIES

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- Social Worker
- Social Media
- Photography

### SKILLS

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- Writing and Presentation Skills
- Leadership and communication qualities
- Computer Skills: Microsoft Offices - Excel- Power Point

### LANGUAGES

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Fluent in Arabic and English. Intermediate in French (passed both the A2 and B1 DELF exams).