

Rayan EL KHOURY

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Executive Summary

A self-motivated business graduate with previous experience in the field, as an account handler and a junior account executive, keen on pursuing a career in Marketing where I will be able to apply digital marketing strategies and have a greater understanding of the technologies that support them.

Professional Experience

ROWAT PUBLIC RELATIONS – RPR

RPR, is an agency that works with clients to develop campaigns that serve the brand. The agency offers regional PR and communication consultancy, media relations, editorial writing and social media content development.

June 2018 – August 2018

Beirut, Lebanon

Account Executive (Internship) – reporting to the Account Manager

- Coordinating with suppliers, negotiation cost and briefing them on installation and dismantling.
- Developing PR proposals and providing activation ideas.
- Executing campaigns and supporting on-ground during events.
- Briefing and liaising with team members in different departments.

Accounts Handled:

L'Oréal, Diageo, McDonald's, Porsche Club Lebanon, Virgin Megastore, Pasante & OLX.

COSTELLO JEANS

Costello Jeans is a Lebanese apparel retailer. The company specializes in fast fashion, and products include clothing, accessories, shoes and beauty.

September 2016 – November 2017

Beirut, Lebanon

Social Media Account Handler (part-time job) – reporting to the owner of the business

- Create content on a variety of social media platforms such as Facebook and Instagram.
- Promote the clients' products and services.
- Regularly communicating with clients, identifying their goals and determining how to achieve those goals.

Education

Master's in Marketing
EADA BUSINESS SCHOOL

Expected July 2019
Barcelona, Spain

Bachelor's in Business and Administration
Saint Joseph University

September 2016 - June 2019
Beirut, Lebanon

Lebanese and French Baccalaureate in Life Science
Lycée Charlemagne

September 2000 - May 2016
El Maten, Lebanon

Languages: Arabic (native), French (fluent), English (fluent) & Armenian (beginner).

Additional Information

Certifications: English Proficiency Assessment (Saint Louis University) & GC LAU MUN (Lebanese American University)

Technologies: Website creator(SquareSpace), Adobe Photoshop CC, Project Professional 365, Visual Basic, Movie Maker, SPSS (beginner) & MS Office.