

LEYLA BAAYOUN

Business Marketing

Recent graduate with an Honors degree in Marketing, with an initial experience in promoting brands and marketing products to businesses and end consumers. Proven academic & curricular achievements, and possessing the right marketing skills to propel the organization in achieving their goals & objectives

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Date of Birth: 5 August 1997

Marital Status: Engaged

Address: Beirut, Lebanon

EXPERIENCE

Power Tech Sarl – IPT Power Tech Group, Beirut – Lebanon **Aug. 2019 – Oct. 2019**
Marketing Coordinator

- Overseeing implementation of marketing material & plans
- Manage corporate website and subsidiary sites' content
- Coordinate and organize all events / trade shows / Sponsorships
- Play an active role in managing all social media sites

CYVYS – Berytech, Mansourieh – Lebanon **Dec. 2018 – Jan. 2019**
Marketing Internship

- Assisting Marketing Manager in operations implementation and follow up
- Researching marketing trends to assist in generation of new ideas

Heed with Might & Main – Berytech, Beirut – Lebanon **May 2018 – Jun. 2018**
Marketing Internship

- Social Media marketing execution & support
- Increase lead generation through online marketing, connect with inbound leads & track campaigns

Zaatar w Zeit – Breakfast & Co. SAL, Beirut – Lebanon **Mar. 2017 – Oct 2017**
Cashier

- Welcoming customers, handling their queries, provide recommendations, invoicing
- Balancing the cash register and generating reports for credit and debit sales

EDUCATION & AWARDS

Beirut Arab University (BAU), Beirut - Lebanon **June 2019**

- Degree: Bachelor in Business Marketing
- GPA: 3.11 (Cumulative) – Level: Honors

Makassed Khadija El Kobra School, Beirut - Lebanon **June 2015**

- Degree: Lebanese Baccalaureate – Economics Section (Se)

CERTIFICATES

- IC3 – **Beirut Arab University (BAU)** October 2018
- Digital Marketing – **Beirut Arab University (BAU)** May 2018
- Digital Marketing – **American Center of Excellence** July 2017

SKILLS

- Communication : Presentation, Public Speaking, Business Emails
- Creative thinking : Designing & creative / Out of the Box thinking

Computer Operations:

- Windows Operations : Microsoft Office (Word, Excel, PowerPoint, Access)
- Internet : Browsing and targeted research

LANGUAGES

Fluently Spoken, read and written English, French and Arabic