

Luna Mahmoud Ghaddar

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EDUCATION

American University of Beirut (AUB)

September 2016 - June 2019

- Bachelor's Degree in Business Administration | **Marketing** Concentration
- Relevant Courses: Digital Marketing - Retail - Luxury - Consumer Behavior- Customer Experience Design

Rafic Hariri High School (RHHS) Lebanese Baccalaureate, Life Science

June 2016

EXTRACURRICULAR ACTIVITIES

Internship

FP7 McCann

September – Present

- Managing social engagement on L'Oreal Paris, Kiehl's, and Yves Saint Laurent
- Executing social media content calendars for Pizza Hut
- Carrying out monthly research on digital updates

Fattal

July 2019- August 2019

- Two months of marketing experience at **Fattal** within Health Care group as part of quality assurance division
- Participating in ISO training
- Supporting and handling complaints and recalls
- Creating a short video that represents the healthcare department, including the importance of quality and compliance.
- Having the chance to experience a very pleasant opportunity where two of my colleagues and I had to prepare a part of a video to share our experience at Fattal and it will be posted on their website

Sales executive

June 2017- January 2019

- Working as a sales person at a Patisserie Supreme
- Organizing sales calls
- Demonstrating and presenting products
- Studying the local market and its changes
- Working on contingency plans
- Identifying and resolving client's concerns
- Maximizing profit through creative and selective selling
- Getting market's and competitor's information

Social media

January 2018 - Present

- Updating, maintaining and growing the company's social media presence
- Developing and implementing social media plans and tactics across all channels (Facebook, Instagram, Youtube...)
- Executing company's day to day social media activities, including posting to and updating to social media platforms
- Monitoring trends in social media
- Identifying the activities of main competitors in social media

WIDs AUB

March 1, 2019

Participating as social media ambassador to WIDS at AUB.
Got a certificate of appreciation for participating and helping to trend number one in Lebanon.

Marketing Club

February 2019

Member in the AUB Marketing Club.
Part of the Operation department that helps in organizing events.

L'Oreal competition

February 2019

Participating in L'Oreal Brand storm 2019 Competition.

UNICEF

September 2018

Member at UNICEF club at AUB.
Participating in the Sports team.
Attending to direct children to learn and communicate.

Rotaract

September 2018

Visiting the children with heart disease at AUBMC and playing with them some games.
Attending 2 sessions about "Communication and Interview".
Distributing food to underprivileged families in a mosque in Burj-Abu-Haidar.

Volunteered in "Nehna Haddon"

August 2017

Preparing food to be distributing to underprivileged families in a small village

PROJECT EXECUTED

Luxury Marketing Product

June 2018

Transforming "Almaza beer" into a luxury beer.

Have broadened Almaza to Whisky, red wine and white wine to increase the number of customers and the sales.

Suggesting opening a factory of Almaza.

Retail in Marketing

September-December 2018

Interviewing Tala Douwayheh, the manager and visited the store.

Suggesting improving the ABC stores which will affect the customers of ABC.

Customer Experience Design

September-December 2018

Analyzing the customer experience in Spot Chouwayfet mall.

Observing the people (gender, age ...) that visits the mall.

Choosing different personas, applying customer journey and empathy map.

Analyzing and giving suggestions.

KEY SKILLS

- Teamwork
- Confident record keeping
- Ability to work under pressure
- Excellent communication and analytical skills

COMPUTER SKILLS

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

LANGUAGES

Fluent in Arabic, English and French

COMPETENCIES

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

INTERESTS AND HOBBIES

Swimming, hiking, and playing Handball and Basketball.