

TALA NAJJAR

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OBJECTIVE

A dedicated and motivated business marketing graduate student seeking to apply my abilities in a multinational company that offers potential growth and learning opportunities.



EDUCATION

BS in Business Studies (Marketing emphasis) | Lebanese American University – Byblos, Lebanon

AUGUST 2017 – MAY 2020

CGPA: 3.66/4 (Distinction Student)

*Dean's Honor List: Spring 2018 Dean's Distinguished List: Fall 2018, Spring 2019, Fall 2019, Spring 2020

*Finalist in "Unleash Your Creativity 2019" : created a marketing plan for a client and attended training sessions. (Sader Law Firm, James Walter Thompson, Vanguard, Nayla Saba)

*Participant in L'Oréal Brandstorm 2020

Lebanese Baccalaureate | Antonine Sisters School – Ghazir, Lebanon

OCTOBER 2002 – JULY 2017

Sociology and Economics Section



EXPERIENCE

Advertising Intern | Leo Burnett – Beirut, Lebanon

JULY 2019 – JULY 2019

Helped my mentor in media landscape assessment, market research, brand analysis, and content creation. Leo Academy: worked on a client brief and created its marketing and communication solution, and presented it in front of the client.

Marketing Intern | Commercial and Industrial Company – Amman, Jordan

MAY 2019 – JUNE 2019

Assisted the marketing manager in meetings, negotiations, report analyses. Pitched ideas for a local product launch campaign. Helped in managing social media platforms through content creation and market research.

Social Media Management Intern | AddBloom – Dbayeh, Lebanon

JULY 2018 – AUGUST 2018

Helped develop client editorials and assisted in community management. Attended and covered client events. Learned how to write blog posts and develop infographics to enhance SEO.



SKILLS

References Available Upon Request

- Fluent in English and Arabic, Intermediate French, Basic Spanish
- Proficient in MS Word, PowerPoint, Excel and Internet use
- Earned “The Fundamentals of Digital Marketing” by Google
- Passionate writer and avid reader



ACTIVITIES

Volunteer | Sesobel – Ain Al Rihane, Lebanon

OCTOBER 2018 – DECEMBER 2018

Accompanied handicapped children to their hydrotherapy, helped them in taking showers, and assisted them in the bus while transporting them from one building to another.