

PROFESSIONAL SUMMARY

Web Content Manager at Loolia Closet, an E-commerce platform, and a recent MBA graduate from AUB. Shifted careers after majoring in Nutrition and Dietetics. Skilled in experiential marketing, digital marketing, and online analytics.

EDUCATION

American University of Beirut MBA in Marketing and Management GPA: 89	September 2018- December 2019
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American University of Beirut BS in Nutrition and Dietetics, Coordinated Program GPA: 88, Graduated with Distinction, Accepted into the Nutrition and Dietetics Coordinated Program at AUB after ranking in the first 10% of my university class.	September 2014- June 2018
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Collège Protestant Français Graduated with a mention Très Bien on the French Baccalaureate, equivalent to a GPA of 4 with specialization in the Life Sciences.	September 1999- June 2014
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EXPERIENCE

LooliaCloset.com Web Content Manager	September 2019- Present
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- Worked closely with the marketing department to optimize the customer experience, customer journey and e-merchandising.
- Performed day-to-day website operations by being the link between the marketing and the data entry team.
- Ensured quality and accuracy of content on the platform by checking for bugs and for missing content from brands.
- Optimized the platform's digital activity and ensured its consistency with the marketing strategy.
- Planned & implemented quality assurances and digital marketing strategies while keeping consumer's experience as the main goal.
- Analyzed online sales by tracking results, and created new strategies to reach target sales and increase market share.
- Presented the results of my analysis to the marketing and operations teams.
- Translated the marketing strategy of brands into online digital assets on the platform by implementing their online campaigns. **Brands include L'Oréal Paris, Maybelline New York, Lancôme, YSL, Armani, Cartier, Chloé, Ralph Lauren, Hermès, L'Oréal Professionnel, Garnier, Kérastase, Benefit Cosmetics, Urban Decay, NYX Professional Makeup, Clarins, Bassam Fattouh among others.**
- Audited the website daily for user experience testing and cross-checked with other competitors and trends in the market.
- Managed Website Design and provided brands with the required pages and product listing on the website.
- Collaborated with graphic designers, brands & logistics on campaigns and new launches.

American University of Beirut Research Assistant	September 2018- December 2019
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- Conducted research on marketing (Digital and Experiential) and management (including HR practices and Family Businesses in the GCC).

Makhzoumi Foundation Non Communicable Diseases Program Intern in collaboration with the Ministry of Public Health in Lebanon and the WHO	May 2018 – June 2018
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- Assessed risk for developing non-communicable diseases in patients aged 40 and provided them with health education.

American University of Beirut Medical Center Clinical Dietitian Intern	September 2017- May 2018
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- Worked with the medical team present in each unit and provided nutrition interventions to patients.
- Planned nutrition education activities and events for various target groups (children, adults, elderly).

EXTRACURRICULAR ACTIVITIES

NGO FOOD BLESSED

July 2017

Volunteer

- Served food for the underprivileged in a soup kitchen.
- Worked as a team to ensure the delivery of food and the cleanliness of the dining area.

LEBANESE FOOD BANK

June 2016

Volunteer

- Packed food boxes distributed to the underprivileged.
- Supervised other members on my team to make sure that the packing is done correctly.

AUB High School Fair 2016 (Organized by the AUB High School Fair Committee)

April 2016

Volunteer

- Led a group of high school students throughout the AUB campus and worked as a team with the other volunteers to coordinate movement and to ensure a smooth orientation process.

WORKSHOPS AND CERTIFICATIONS

- **Placed on the Dean's Honor List of AUB for 5 semesters in a row.**
- **Completed Google Analytics Individual Qualification in understanding advanced Google Analytics concepts such as conversion rate, bounce rate, and search engine optimization. February 23, 2020**
- Participated in the following workshops:
 - Career Management Services Workshops between January 29, 2019 and February 26, 2019 at the American University of Beirut, Suliman S. Olayan School of Business.
 - Professionalism and Business Etiquette Workshop on August 25, 2017 by Lama Itani, Staff Development Manager, Human Resources Department at AUBMC.
 - Eating Disorders: Nutritional Interventions on May 21, 2016 organized by MEEDA (Middle East Eating Disorders Association).
 - Nutrigenomics And Personalized Nutrition: Implications for the Dietetic Practice on May 16, 2016 held by the Nutrition and Food Sciences Department at AUB.

SUMMARY SKILLS

- **Languages:** Arabic, French, English
- **Computer skills:**

Skilled in the e-commerce software **Shopify** as well as in **Adobe Photoshop** and **Adobe Illustrator**.

Advanced online advertising skills using **Google Ads** and **Google Analytics**, with experience in sponsored ads campaigns on social media platforms such as Instagram and Facebook.

Word, Excel, Power Point and Access (Passed the Computer and Programing Course at AUB with a grade of 95/100).

- **Soft skills:** Communication and Analytical skills.

RESEARCH EXPERIENCE

- Research Assistant for studies done on Experiential Marketing, Digital Marketing, and Family Businesses in the Arab Middle East.

ACHIEVEMENTS

- Planned and organized the following events with the help of my classmates:
 - **Fit-a-thon Nutrition Booth and Event at AUB on October 6, 2017:** Responsible for the Nutrition Label booth. Activities included budgeting, marketing for the event, and providing nutrition advice to students.
 - **Chinese Themed Meal at the AUBMC Cafeteria on October 12, 2017:** Led my team to organize a Chinese themed meal by marketing and promoting the event on social media and trained food service employees on cooking and serving the menu items.
 - **Nutrition Education Booth for Syrian Refugees at the Malala School of Bekaa (built by the NGO Kayany Foundation in collaboration with the UN) on November 11, 2017:** Provided nutrition education tailored to the needs of the Syrian refugees students.
 - **Health Fair Booth for the Elderly Population visiting AUB on December 6, 2017:** Organized fun nutrition education games for the elderly population (65 years and older).
 - **Nutrition Gala Dinner held on February 18, 2017:** Organized as an active member of the Nutrition Student Society.

SCHOLARSHIPS

- Abu Dhabi Alumni Chapter Endowed Scholarship for FAFS covering 20% of university tuition. Duration: 2015-2017
- AUB ALUMNI ASS-DUBAI & NORT Scholarship covering 20% of university tuition. Duration: 2014-2015