

KAREN MALLAK

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EDUCATION

Lebanese American University (LAU) - Beirut, Lebanon Expected Dec. 2020
Bachelor of Science in Business Studies with emphasis in Marketing GPA 3.43/4

RELATED COURSES:

Marketing Strategy - Brand Management - Event Marketing - E-Marketing - Integrated Marketing Communications – Consumer Behavior – Marketing Research

WORK EXPERIENCE

- **Student Assistant**
Financial Aid Department, LAU Sept 2015 – May 2016/ Jan 2018 – May 2018
- Assisted the department with filing and mini tasks and helped students follow up on their application.
- **Sales Associate**
Mango Stores, Azadea Group Aug 2018 – Oct 2018
- Helped customers around the store, organized inventory, provided customer service
- **Kindergarten substitute home room teacher/ Grade 2 substitute English teacher**
Middle East International School Feb 2017 – May 2017
- Planned, evaluated & assigned lessons. Prepared & graded tests. Observed & evaluated students' performances.

Internships

- **Intern**
Arabnet June 2019 – July 2019
- Helped the research department with data cleaning, handled the company's social media accounts.
- Volunteered at Arabnet Beirut X.

CERTIFICATIONS

- **The Fundamentals of Digital Marketing**
Google Issued Jul 2020 – No Exp. Date
- **Social Media Certified**
HubSpot Issued Apr 2020 – May 2022
- **Inbound Marketing Certified**
HubSpot Issued Dec 2019 – Jan 2022

EXTRA CURRICULAR ACTIVITIES

- **Brand Ambassador**
Anghami Sept 2019 – May 2020
- **Vice President – Event Organization Club**
Lebanese American University Sept 2019 – May 2020
- **Marketing Coordinator**
HultPrize Program at LAU Sept 2019 – Jan 2020
- **Secretary – Event Organization Club**
Lebanese American University Sept 2018 – May 2019
- **Member – Event Organization Club**
Lebanese American University Jan 2018 – May 2018
- **School Relations Coordinator**
Model Arab League at LAU Sept 2015 – May 2016

SKILLS

- **Computer:** Microsoft Office, Social and Digital Media marketing, Google tools (basic)
- **Languages:** Arabic (Native speaker) and English (Bilingual), Beginning Spanish.
- **Business:** Analytical, communication, time management, teamwork, highly motivated

ACHIEVEMENTS

- **Distinguished List**, Lebanese American University, Fall 2019 – Spring 2020
- **Honor's list**, Lebanese American University, Fall 2018 – Spring 2018
- **Honor's Entrance Scholarship**, Lebanese American University, Fall 2015 – Spring 2016

CONFERENCES, WORKSHOPS, AND SEMINARS

- MoneySmart Financial Literacy Boot Camp, Eventa, Beirut, Lebanon – June 2019

HOBBIES & INTERESTS:

- Dancing, traveling, and fitness

**References available upon request*