

# MAYA NADINE KATTAN

Address: Beirut Mobile: +96171932065 Email: mayakattan00@gmail.com

Website: <https://mayakattan00.wixsite.com/website>

## EDUCATION

### American University of Beirut (AUB)

Bachelor of Business Administration (B.B.A)

Emphasis: Marketing

Minor: Media and Communication

Dean's Honor List - Top 10% of Class

GPA = 3.7/4.0

Beirut, Lebanon

2016 – 2020

### American International School of Riyadh

International Baccalaureate Diploma

Riyadh, KSA

2010 – 2016

## PROFESSIONAL EXPERIENCE

### Rami Kadi Maison de Couture

Press and PR Coordinator Intern

- Created and sent out press releases, newsletters, & media alerts to contacts and press
- Managed and handled communication with clients, partners, & content creators
- Managed Rami Kadi presence on social media including Instagram & Facebook
- Assisted in organizing and successfully executing Rami Kadi SS20 *Kaleidoscope* Cyber Show

Beirut, Lebanon

Nov 2019 – Mar 2020

### Krikor Jabotian

Marketing Intern

- Maintained and organized the online presence of Krikor Jabotian
- Retrieved and verified VIP contacts for the use of newsletters and upcoming events
- Used Airtable to organize celebrity placements, editorials, and collaborations

Beirut, Lebanon

Jul 2019 – Aug 2019

### PepsiCo

Organized Trade Marketing Intern

- Assisted Key Account Executives during negotiations with clients
- Created a strategy to attract the target market for Pepsi Black
- Outlined a SWOT Analysis & drafted clear strategies to boost sales for weaker business units

Beirut, Lebanon

May 2019 – Jul 2019

### Commercial Insurance

Consultant Intern

- Completed a Market Entry study to expand geographic presence into Saudi Arabia
- Identified legal entities associated with starting operation in Saudi Arabia
- Drafted laws and regulations necessary to penetrate the Saudi Market
- Created clear strategy and implementation procedures

Beirut, Lebanon

Jan 2019 – May 2019

### MJ Couture by Mirna Jawhari

Manager

- Aided in clarifying and outlining the start up's vision, mission, goals, and company values
- Business strategy formulation and implementation
- Conducted an external analysis to scan, monitor, and evaluate the Lebanese market

Beirut, Lebanon

Jul 2017 – Oct 2018

### Spinneys

Marketing and Communications Intern

- Assisted with updating and maintaining Spinney's social media presence
- Designed, drafted, and pitched new releases and media alerts

Beirut, Lebanon

Jul 2018 – Aug 2018

## EXTRA CURRICULAR ACTIVITIES

### AUB International Case Competitions

- Compete internationally with other universities to break down problems and find the best solutions

Sep 2019 – May 2020

### 180 Degrees Consulting Club

Manager

- Provide non-profit organizations with advice and deliver an important project
- Workshops to train students on how to crack case interviews

Sep 2019 – May 2020

### Beirut International Model United Nations (BEYMUN)

Director of Social Events Team

- Represented the Finance and Fundraising Team of the Beirut Model United Nations conference held at AUB
- Communicated with Chief Accountant and regularly updated and maintained financial statements
- Organized volunteering activities with NGOs in need in Lebanon

Aug 2018 – May 2019

### Sponsorship Team Representative

- Created sponsorship packages and coordinated with other teams to achieve milestones and execute the event
- Negotiated and closed deals with banks, restaurants, and stationary stores to provide resources for the conference attendees

Aug 2017 – May 2018

### AUB Outdoors

Marketing Officer

- Conducted offline marketing such as activations in Downtown, Beirut to attract attendees to the AUB outdoors annual event

Jan 2018 – May 2018

### Makhzoumi Foundation Volunteer - Ramadaniyat

- Prepared and distributed food, water, and clothes to the underprivileged as part of the Ramadaniyat Volunteer Group

Jun 2017 – Aug 2018

### Philippines Volunteering Program - Child Care and House Building

- Organized and engaged activities with children to strengthen their cognitive skills
- Built houses for underprivileged people

Feb 2016 – Mar 2016

## SKILLS, LANGUAGES, & HOBBIES

**Computer Skills:** Microsoft Office, Visual Basic Editor, Airtable

**Languages:** English, Arabic, and Spanish