



## Carel BOU MAROUN

Lebanese

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26 rue de Rungis, 75013, Paris, France

## EXPERIENCE

### The Insiders

2020 - Current

### Assistant Project Manager

- Detect new market and product trends and opportunities
- Participate in strategic thinking, client's brief, and solution proposition
- Implement and monitor word-of-mouth campaigns

### Epykomène

2019 (6 months)

### Freelance Branding Consultant

- Work on the creation of a new brand
- Coordinate brand platform
- Set up brand visual identity through pitch deck and business plan for investors

### Havas Media

2019 (6 months)

### Assistant Global Account Executive

Client : Michelin

- Analyze competition in the tire sector and present a full competitive analysis for 2020 strategy
- Prepare media guidelines and recommendations following the brief
- Follow up and monitor client's international campaigns
- Study the Best Practices of different countries' campaigns

### INTAJ Film Production

2017 (2 months)

### Assistant Creative Strategist

- Come up with a campaign creative strategy for an online banking application for a traditional Lebanese bank
- Manage ad production: actors, scenes, costumes, etc...

## EDUCATION

Sup de Pub - INSEEC

2020

M2 in Luxury Brand Communication and Marketing

Sup de Pub - INSEEC

2019

M1 in International Brand Strategy and Marketing

American University of Beirut

2018

BA in Media and Communication

## LANGUAGES

English

Native or bilingual proficiency

French

Native or bilingual proficiency

Arabic

Native or bilingual proficiency

## SKILLS AND INTERESTS

HTML/CSS

Google Analytics

Microsoft Office

Fashion: M1 Final year paper on "Understanding Fast Fashion Through a Consumer-Driven Approach"

Research, Writing.