

# Diala Toska

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## OBJECTIVE

A proactive and highly motivated Marketing graduate from LAU with high enthusiasm about the value of experience gained through course material and projects. Top qualities include self-confidence, fast learning, emotional awareness, and adaptability. Tendency to work independently and in teams, absorb new concepts, handle pressured workload, and take over tasks and responsibilities with confidentiality creating a touch of added value to the quality of the given work. Further potential advancements and experiences are to be accomplished.

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## EDUCATION

- 2016-2019      **Lebanese American University**  
*Beirut, Lebanon*      Bachelor's Degree in *Business Administration*  
**Event Organization Club:** Led a team of 6 students for planning and promoting a yearly event on campus "Sugar Rush": a one-day event where outside suppliers are invited to present, promote, and sell their goods (candies, chocolate bars, lollipops, etc.)
- 2013-2016      **Amjad High School**  
*Choueifat, Lebanon*      Official Lebanese Baccalaureate in *Economics and Sociology*  
**Class Representative** for the year 2013 (Grade 10). Represented classmates during the annual administration meetings in order to convey their needs and suggestions. Monthly conferences took place in favor of fellow colleagues.
- 2005-2013      **Saint Mary's Orthodox College**  
*Beirut, Lebanon*      Official Lebanese *Brevet*  
**Science Fair:** participated in various science fair events among which a top 3 project was earned.  
**Basketball Varsity:** played on the team representing the school's name obtaining significant medals and awards.
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## WORK EXPERIENCE

- 2018-2019      **Lebanese American University**  
*Beirut, Lebanon*      *Assistant at the Auxiliary and Human Resources Office*
- Followed up with the transport of documents between exterior offices.
  - Interacted with loan holders and informed them about the requirements.
  - Recommended improvement of procedures and workflow by suggesting shortcuts.
  - Monitored and controlled the necessary inventory through data entry to keep track.
  - Synchronized the day-to-day support to other departments through processes and operations.
- 2016-2018      **Lebanese American University**  
*Beirut, Lebanon*      *Assistant at the Business Office and Registrar Office*
- Managed the check pickup from the Business office and ensured confidentiality.
  - Arranged the day-to-day entry for financial transactions of the office's ins and outs.
  - Delivered checks in hand off-campus to banks (mainly "Bank of Beirut") and vice versa.
  - Performed direct and indirect supervision on subordinate staff through training and guiding.
  - Conducted proper document classification including sorting, filing and correct archiving for checks and student records.

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## ACCOMPLISHMENTS

- Developed a ***Business Plan for each Anghami and Beesline*** through focusing on their mission and vision statements as a starting point and suggesting up-to-date ideas (modern campaigns, promotions and offers, high tech visual advertising) to position their services through evolving thus standing out among other competitors for the long term.
- Nominated to attend a visit to **Phoenicia Hotel** to further observe and link the chronological steps on the groundwork and how to professionally deal with customer service.
- Attended a visit to **Impact BBDO** where the bases of their success are: confidentiality, creativity, and staying updated.
- Designed a ***Marketing Strategy for Veet*** by conducting research through surveys and questionnaires to reveal exact statistics and knowledge of both purchasers and non-purchasers and then come up with an assessment to reach maximum capacity of customer satisfaction and feedback.
- Conducted a landscape assessment (interior and exterior) for **Mattel** Company by researching its history throughout the years starting from its launching point, its competitors, and its outstanding ways of perception to the world (dolls with different race and ethnicities).
- Completed and earned the **Inbound Certificate from the HubSpot Academy** for ***Inbound Marketing*** (SEO, SEM, PPC, CPC, CTR, ROI, etc.).
- Ongoing ***Online Networking Business*** trainings with **Jeunesse Global** into the Digital World.
- Attended an ***Eric Worre Network Marketing*** event: GoPro on December 11, 2020.

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## TECHNICAL SKILLS

**Languages:** Fluent in Arabic, English, and French. Basic knowledge in Italian.

**Computer Skills:** High proficiency in Microsoft Office (Word, PowerPoint, and Excel). Familiar with the SPSS Program.

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## PERSONAL INTEREST

Tedx talks, landscape photography, UN advocate, interested in real life documentaries and solving mysteries, and a passionate basketball player.