

TAREK DBAIBO

Beirut, Lebanon, +961-76-027-835

tarek.dbaibo@lau.edu

<https://www.linkedin.com/in/tarek-dbaibo>

EDUCATION

LEBANESE AMERICAN UNIVERSITY – Bs in Business, Marketing.

2019 - 2022

CGPA 3.81

Recipient of **MUN** and **Honor** Scholarship

WORK EXPERIENCE

Leo Burnett Beirut, Lebanon

June – Present 2021

Creative Content Intern

- Worked on a country analysis report for Procter & Gamble.
- Assisted in the brand premiumization strategy for Total Energies.
- Developed a brand audit and competitive analysis report for Total Energies UAE.
- Participated in brainstorming and content ideation sessions for Soha and Nestle waters.

IntalioGS- Beirut, Lebanon

July-September 2020

Marketing Intern

- Worked on writing creative blogs, product briefs, product demo's and success stories.
- Developed social media content and assisted in marketing taglines and captions
- Worked on editing and proofreading website content and search engine optimization

Netways Global – Beirut, Lebanon

June - July 2020

Digital Marketing and Lead Generation

- Worked on lead generation & developed excel sheets on potential leads for marketing activities.
- Received intense training on digital marketing strategies and web analytics.
- Developed a short-term and long-term strategy to promote an assigned product.

Arab Institute for Women AiW LAU – Beirut, Lebanon

Feb -June 2020

Communication Assistant

- Created communication plans for “International Women’s Day” and “She Decides” campaign
- Covered main events, panel discussions and conferences through live tweeting and transcribing.
- Prepared reports on account insights by analyzing audience identity, interaction, and interests.

EXTRA-CURRICULAR ACTIVITIES

- **Sanita Consumer behavior case competition:** 1st Place in the consumer behavior case competition with Indevico Group. Spring 2021
- **L’Oreal Brandstorm:** Reached the national finals in L’Oreal’s Ultimate business competition
- **Global Classroom LAU Model United Nations:** Trainer at conference in LAU, providing skills-based training for students in Conflict resolution, public speaking, and Negotiation. Spring 2020
- **Tedx-LAU:** Secretary at Tedx, responsible for initiating and managing university-based events. Spring 2020
- **Microsoft Ambassador:** Chosen as one of 750 applicants from MENA region as a Microsoft ambassador. January 2019

PERSONAL SKILLS

- **Excellent communication skills** gained from dealing with all types of personalities at NGO’s and clubs, especially persuasion and negotiation skills.
- **Computer skills:** MS Office, MS Excel, MS PowerPoint and Google Analytics.
- **Languages:** Fluent in English and Arabic

INTERESTS AND ACTIVITIES

- Problem solving, Reading about new Emerging Technologies, and success stories.
- Using my leisure time to discover Lebanon through hiking, biking, camping and diving.