



Personal Statement

I have a strong passion for marketing & advertising. I am seeking a marketing position where that would help me build my skills and qualifications which will be used daily.



ADDRESS

Mina Street,
Tripoli,
Lebanon



PHONE

+(961)76189835



EMAIL

Loh02@mail.aub.edu

LAMIA HALLAB

EDUCATION

American University of Beirut, Beirut, Lebanon.

Sept. 2017 - Present

Bachelor's in Business Administration

Concentration: Marketing

GPA: 80.68/100 - Expected Graduation: June 2022

International School of Choueifat, Koura, Lebanon.

Oct. 2000 - June 2018

Area of concentration: SE (Sociology & Economics)

PROFESSIONAL EXPERIENCE

Sales and Marketing Intern • Rafaat Hallab • Batroun, Lebanon.

Nov. 2018 - Mar. 2020

Supported in monitoring the progress of four social marketing campaigns for generating sales.

Developed social media content for Facebook, Instagram, and Twitter.

Launched three online competitions which reached 822 people and allowed Rafaat Hallab to gain 560 followers.

Collaborated with the planning organization with the execution of print materials such as image brochures and rollups.

EXTRACURRICULAR ACTIVITIES

Member, AUB Outdoors Marketing Team, Beirut, Lebanon.

Sept. 2019 - Dec. 2019

Contributed to the development of the AUB Outdoors marketing posters, this event was attended by 15,000+ people

Tutored students in marketing areas to improve their marketing skills

Engaged with different target audience groups across Lebanon in three regions as a part of the marketing campaign's offline activations

Member, Business Student Society AUB, Beirut, Lebanon.

Sept. 2019 - June. 2019

Assisted in the organization of multiple events such as: Gala Dinners, OSB Fashion Show & Ski trips.

Volunteered in ticket sales and registration of Gala Dinners

Adapted to working with clusters of people in a coherent manner

Delegate, Model Arab League (MAL)., Jbeil, Lebanon.

Sept. 2017 - May. 2017

Cultivated public speaking, negotiation, research, conflict resolution and debating skills

Improved writing skills and practical leadership skills

Enhanced comprehension of political relations between Arab nations

SUMMARY SKILLS

LANGUAGES **English** Full Professional • **Arabic** Native • **French** Beginner

INTERPERSONAL SKILLS Public Speaking • Leadership • Social Media Management • Teamwork • Oral & Written Communication • Ability to interact with staff at all levels

SOFT SKILLS Research • Decision Making • Marketing • Human Resources • Project Management

COMPUTER SKILLS Microsoft Office Word • Excel • PowerPoint • Basic Photoshop • I-movie

INTERESTS AND HOBBIES Gymnastics • Reading • Writing • Designing • Exploring • Translating Arabic to English

REFERENCES

Available upon request.

