

DINA SHALABI

MARKETING GRADUATE

CONTACT

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Beirut, Lebanon

PROFILE

To find a stable, yet challenging position in a professional environment and to learn new abilities and skills while utilizing my previous experiences and University knowledge in the marketing industry.

TECHNICAL SKILLS

Experienced user of Microsoft office and other basic programs (Word, Powerpoint, Outlook, Adobe Illustrator, Photoshop, InDesign..)

LANGUAGES

Good correspondence in English and Arabic

WORK EXPERIENCE

Leo Burnett

Intern | February 2021 - current

- Worked on and conducted a competitor analysis for L'Oreal, Garnier, and Fransa Bank
- Brainstormed and researched different marketing trends for Nestlé Pure Life
- Conducted brief write ups for Toters Fresh, FedEx and Zaatar W Zeit
- Assisted with the Ramadan campaign launches for Nestlé Pure Life and Philip Morris

Arab Lebanese Insurance Group - ALIG

Intern | January 2019 - March 2019

- Took charge of the company's social media accounts
- Conducted a comprehensive competitor analysis which focused on the competition's media presence and marketing activities
- Researched the latest global, regional and local marketing trends and their usage within the industry
- Assisted with the creation of marketing campaigns (billboards, brochures and corporate stationary)

J. Walter Thompson - JWT

Intern | June 2018 - August 2018

- Conducted research on key clients and provided briefs
- Researched and proposed creative ideas on advertisement campaigns for BBAC Bank and Das Küche in response to client briefs
- Assisted in the production of marketing shoots

EDUCATION

Lebanese American University - LAU

BS in Business Studies, Marketing | 2016 - 2020

City International School - CIS

Highschool | 2012 - 2016

International College - IC

| 2000 - 2012