

ANNY ARPI LOUSARARIAN

Marketing & Advertising

CONTACT

 Beirut, Lebanon
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 annylousararian

LANGUAGES

English - Arabic (Fluent)
Armenian (Fluent Speaking)
French (Intermediate)

CERTIFICATES

Nov 2020 **Inbound Marketing Certificate**
(HubSpot Academy)
Nov 2020 **Integrated Marketing Communications**
(Coursera)

VOLUNTEERING

Aug 2020 **Batchig Beirut, Lebanon,**
Distributed thousands of food packages to people affected by the Beirut explosion with the help of World Central Kitchen
Nov 2018 **Beirut Marathon, Lebanon**
Contributed to distribution of medals and food supply
Mar -Apr 2021 **Crosstalk NGO, Lebanon**
Created content description for YouTube videos and aided in other social activities

SKILLS

Statex
Arianna

HOBBIES

Yoga
Scouts
Acting
Singing

OBJECTIVE

Passionately looking for opportunities to add value to marketing teams building on my college learning, personal interest and investment in digital marketing and brand communication

EDUCATION

Sept 2017- May 2021 **B.S. Business Marketing Studies**
Lebanese American University (LAU), Jbeil, Lebanon
• CGPA 3.43- Honors List
• Full MEPI TLS Scholarship
Sept 2015 May 2017 **American Program**
• High School Diploma with honors

EXPERIENCE

Sept 2017 Ongoing **Private Tutoring**
• Implemented new assessment techniques to improve students' online learning experience
Sept 2020 Dec 2020 **Social Media Marketing Officer**
Hult Prize Competition, LAU Jbeil, Lebanon
• Created publicity and content for LAU Hult social media account
Aug 2020 Sept 2020 **Intern**
Central Bank Of Lebanon, Beirut, Lebanon
• Attended various workshops to polish theoretical knowledge regarding the management of Lebanese monetary system
May 2019 July 2019 **Media Planning Intern**
Mindshare, Beirut, Lebanon
• Conducted analysis studies on competition
• Created content for client's social media account
• Handled customer service through responding to inquiries and messages
• Contributed to media planning, competitive analysis, reporting and content calendar
Oct 2018 Mar 2019 **Telemarketing**
TSI, Telesupport International, Bsalim, Lebanon
• Communicated with customers on behalf of clients, provided them with information on products and services offered
• Influenced customers to buy services and products through telephonic sales communication
July 2017 Aug 2018 **Summer Camp Supervisor**
AGBU Demirdjian Center, Antelias, Lebanon
• Supervised entertaining and educational activities for children of various ages