

Jane Harmouche

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PROFILE SUMMARY

A Proactive persistent performer who believes in innovation and creativity as a core aspect to problem solving and brand building.

EDUCATION

American University of Beirut (AUB) – Suliman S. Olayan School of Business (OSB). September 2018- June 2021
Bachelor of Business Administration – emphasis in Marketing

- Major GPA: 3.5/4.0

EXPERIENCE

AUB OSB Executive Education Programs, Beirut, Lebanon March 2021 – Present
Analyst

- Researched, analyzed, and evaluated findings and data sources.
- Identified prospective corporate clients as new leads in a target market.

Karm El Joz, Beirut, Lebanon October 2020 – Present
Client Relationship Manager

- Served as the main point of contact for clients and organized visits to make sure they're satisfied with our services.
- Addressed any concerns or issues the customers may have and worked to resolve them.

Nestlé Waters, Beirut, Lebanon January 2020 – February 2020
Marketing Trainee

- Conducted research on price adaptation during the Lebanese economic crisis.
- Strengthened my knowledge on grocery stores' layouts.

EXTRACURRICULAR ACTIVITIES

Beirut bi Aleb Zahle, Zahle, Lebanon August 2018 – Present
Co-founder and Head of the Marketing committee

- Launched a Beirut disaster relief campaign following the explosion that restored 75 damaged homes.
- Implemented an organic digital marketing strategy with more than 16000 "reach" and 2300 "shares" on our content.

Red Cross Youth, Zahle, Lebanon July 2017 – Present
Volunteer

- Anchored me in my community and helped me be more committed to greater good.
- Worked with 100+ team members to produce creative and efficient solutions.

Zahle Rally Paper, Zahle, Lebanon February 2019 – August 2019
Founder

- Pioneered the initiative of Zahle's Rally Paper with the support of Zahle's municipality.
- Gathered more than 500 youth from around Lebanon by launching and building its Facebook and Instagram sites.

AUB Outdoors, Beirut, Lebanon March 2018 – May 2018
PR of the Entertainment Team

- Engaged and interacted with more than 300 people who were auditioning and followed up with all of them.

Children Cancer Center Lebanon, Beirut, Lebanon September 2018 – December 2018
Volunteer

- Enriched my knowledge on how to deal with young cancer patients.
- Planned activities to entertain hundreds of kids.

Missionary Group, Zahle, Lebanon September 2015 – July 2018
Volunteer, Team Leader

- Organized yearly summer camps across several regions with organizations such as Sesobel and SOS.

WORKSHOPS AND CERTIFICATIONS

Fullbridge-U Program OSB

- Completed a full Harvard-based training and received a certificate of professional achievement.

The fundamentals of Digital Marketing

- Completed a Google-based course and received a certificate of achievement.

SUMMARY SKILLS

Soft skills: Digital Marketing, Communication, Adaptability, and Positivity.

Languages: Fluent in French, Arabic, and English.