

# HIND ARAYSSI

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An enthusiastic marketer who is easy to work with, willing to learn, to add value and be the driving force behind FMCG, beauty and fashion divisions digital strategy and execution across all digital marketing channels. Fast learner and within a short period of time will be ready to grow your online revenue, increase engagement, deliver best-in-class brand and customer experiences while building analytical capabilities to drive acquisition, engagement and retention.

## EDUCATION

**American University of Beirut (AUB), Lebanon** May '22  
Bachelor's in Business Marketing (**GPA 3.26**)

**International College, Beirut, Lebanon** May '19  
International Baccalaureate Diploma

**Cambridge, United Kingdom** July '17  
Business Management & Economics Summer Course

## WORK EXPERIENCE

**Colortek – Beirut, Lebanon** October '22 - Present

### Social Media and Digital Marketing Officer

Grow and optimize Colortek's digital presence among Instagram and Facebook

Measure and report performance of digital marketing campaigns

Project manage Colortek's account with Toters and Zoodmall

Update SharePoint, e-commerce platform, and third-party apps with necessary changes in prices and products

**Beesline – Beirut, Lebanon** August '22 – September '22

### Marketing Intern

Designing UI/UX of the brand's new e-commerce platform

Studying Ukraine's cosmetic market by positioning the brand in terms of competitors and market demand

**HOLDAL, Abou Adal Group – Beirut, Lebanon** June '21 – July '21

### Marketing and CSR Intern

Coordinate with CSO & SDG Task Force on their weekly SDG & CSR areas of focus

Project Manage INNOV8 with CSO and SDG 4 Owner

Help in National Breastfeeding Awareness campaign through research

Interview start-ups to help small promote small businesses in Lebanon and add them to HOLDAL e-commerce platform

**Chalhoub Group - Beirut, Lebanon** March '18

### Job Shadowing - L'Occitane and Faces brands

Assisting in product orders per store based on quantitative & qualitative results

Assessing employee performance in the retail stores

Gathering consumer insights by understanding needs via in-store questionnaire & retail store visits

Proposing merchandising improvement plans based on in-store observation

## EXTRA CURRICULAR ACTIVITIES

**Business Student Society, AUB – Beirut, Lebanon** September '20 – May '22

Advertising and promotion assistance for business start-ups using Canva.

**FoodBlessed - Beirut, Lebanon** April '18

Sunday's volunteering for meals distribution to less-fortunate people in Beirut's poor areas.

## LANGUAGES

**Arabic** (Native proficiency) | **English** (Bilingual proficiency) | **French** (Elementary proficiency)