

Leila Fathallah

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Beirut, Lebanon

PROFESSIONAL SUMMARY

I am a hard-working, meticulous and driven individual with an aptitude for marketing. My passion for marketing push me to explore its various fields and is why I seek a position as a graduate where I combine my creativity, ingenuity, and interpersonal skills.

EDUCATION

American University of Beirut, Lebanon 2018-2021
Bachelor's in Business Administration with a concentration in Marketing

College Carmel Saint Joseph, Lebanon 2003-2018
Economics and Sociology-French Baccalaureate

EXPERIENCE

Malia Group Cosmaline, Jdeideh, Lebanon June 2020-August 2020
Product Development Intern

- Organized testing for new products through consumer feedback
- Analyzed the data conducted from customers
- Implemented the product if approved
- Developed and designed the wording and packaging of the product
- Executed the printing of the final product

EXTRACURRICULAR ACTIVITIES

AUB, Beirut, Lebanon September 2019-Present
Treasurer and Team Leader at the UNICEF Club

AUB, Beirut, Lebanon September 2019-August 2020
Organizer at AUB Outdoors Event

College Carmel Saint Joseph, Lebanon 2016-2018
Elected Class Representative

WORKSHOPS AND CERTIFICATIONS

- Women in Data Science (WIDS) Conference
- Becoming a Mediator Workshop by USJ

SUMMARY SKILLS

Languages: Native Arabic, Fluent French and English

Computer Skills: MS Word, PowerPoint, Excel, Google Suite

Research Skills: Data Collection, Google Analytics Experience with Hootsuite and Google Alerts, SEO