



CHRISTELLE AKL



MARKETING & ADVERTISING STUDENT

I am a Marketing student and a Film Studies graduate. Passionate about Art Direction and Illustration with 4+ years of experience in the Cinema industry. Seeking an internship to explore career options in the Marketing field.

EXPERIENCE

Sales Executive

Jeunesse Global

2020 (6 mos)

Sales Representative

Sawaya Groups

2020 (3 mos)

EDUCATION

Saint Joseph University Beirut, Lebanon

Master's degree, Marketing and Advertising

2020 - present

Saint Joseph University Beirut, Lebanon

Bachelor's degree, Film/Cinema/Video studies

2015 - 2020

Collège des Soeurs des Saints Coeurs Beirut, Lebanon

Lebanese Baccalaureate (Economics and Sociology)

Class of 2015



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STUDENT PROJECTS

- Created a communication strategy for a new iPhone - **Corporate Communication**
- Created a business plan for a new App - **Creation d'entreprises**
- Handled the market research statistics - **Analyse de donnees**
- Created a new collection for Moet&Chandon, developed the distribution strategy, and formulated a communication strategy - **Communication du Luxe**
- Designed a new concert hall in Karantina (work breakdown structure) - **Project Management**
- Devised a marketing campaign to recruit new students for the "Licence en Informatique Appliquée aux Entreprises" at USJ IGE - **Social Commerce**
- Led a rebrand for Byte (Najjar's frozen food), and produced a new communication strategy. Won first place in the Pitch Competition - **Creation et fabrication publicitaires**

SKILLS & CERTIFICATIONS

- Photoshop
- Adobe Premiere Pro
- Sony Vegas Pro
- DaVinci
- IBM SPSS Statistics
- Tom's Planner

CONTACT

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