

# LEA - MARIA HADDAD

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## INTRODUCTION

An experienced Community Manager and Social Media Content Manager within the fields of Digital Marketing and Advertising with innovative approaches and improved solutions to business challenges. An individual motivated to drive change, grow within an organization, and cultivate a reputation as a major contributor through teamwork and innovation. A collaborative team player seeking for an opportunity to impart valuable insights.

## EDUCATION

### **American University of Science and Technology (AUST) – Beirut, Lebanon**

*September 2016 – June 2020*

Bachelor of Science Degree in Marketing and Advertising

**GPA: 3.7** – Partial Merit Scholarship Recipient with Distinction

### **Lycée Laure Moughayzel – Beirut, Lebanon**

*September 2013 - June 2016*

Lebanese Baccalaureate in Sociology and Economics

## WORK EXPERIENCE

### **Community Manager at Oktopi (Digital Platform) – Dubai, UAE**

*October 2020-March 2021*

- Built an online community by setting, planning, and implementing social media campaigns and strategies.
- Scheduled online meetings between potential clients and managers.
- Managed the engagement on all social media accounts by providing engaging text, image, and video content.
- Responded to clients in a timely manner to build relationships with them, tracked and reported feedback from the same and online reviews for the managers.
- Organized and managed multiple events, marketing plans, and communication teams to boost brand awareness.
- Coordinated with the marketing team and acted as a brand ambassador for Oktopi's professionals and clients.
- Researched latest technology trends and conducted comparison analysis on different digital platforms and competitors.

**Sales Associate at ABC Mall – Beirut, Lebanon**

*December 2019 -January 2020*

- Served as a brand ambassador and built strong relationships with customers through my communication skills.
- Provided customers with an excellent shopping experience by placing importance on brand experience and customer satisfaction.
- Handled luxury brands with care and boosted their sales.
- Created a positive working environment through my team-oriented personality and helped achieve sales targets.
- Attended to customers' requests accurately, professionally, and in a timely manner.
- Ensured workflow of items does not include any flaws or errors based on departmental rules and regulations.

**Student Assist at the American University of Science & Technology (AUST) – Beirut, Lebanon**

*October 2018 - June 2019*

- Attended and monitored orientations to assist school students with information related to the Business and Economics Faculty at the University.
- Finished paperwork for advisors, professors, teacher assistants, and the dean of the Business Faculty to ensure a smooth flow of operations within the Departments.
- Schedules meetings between students and their advisors / professors / teacher assistants / dean to ensure no clashes between their schedules.

**Monitor at Dynamic Kids summer camp – Beirut, Lebanon**

*June 2018 - August 2019*

- Took care of a batch of 27 to 30 children during the entire duration of the summer camp.
- Monitored and Collaborated with those in charge to ensure smooth transitions between places that the kids are situated at and play games in.
- Facilitated new, creative games and activities that the children could participate in during their camp.
- Assisted the kids in learning new songs, playing some music, and teaching them of new ways they can use their vocals.

**Sales Associate at The Bound authentic outlet – Beirut, Lebanon**

*September 2017 - May 2018*

- Served as a brand ambassador and built strong relationships with customers through my communication skills.
- Provided customers with an excellent shopping experience by placing importance on brand experience and customer satisfaction.
- Handled luxury brands with care and boosted their sales.
- Created a positive working environment through my team-oriented personality and helped achieve sales targets.

- Attended to customers' requests accurately, professionally, and in a timely manner.
- Ensured workflow of items does not include any flaws or errors based on departmental rules and regulations.

## EXTRA - CURRICULAR ACTIVITIES

### The Volunteer Circle

- Shared marketing and advertising skills to assist damaged businesses to recover after the Beirut explosion through their social media accounts.

### Innovation and Entrepreneurship

- Participate in a class registered to group students together to work on an Entrepreneurial Project. Students were chosen from different majors so that they can bring their skills and talent together to complete one final project. BUS workshop helps students connect with other students, providing them with the awareness they need in modern problems, in turn assisting them in converting a current problem faced by the people into a product that solves the said problem.

### Member of the Sigma, Beta, Delta

- A scholastic honor society that recognizes academic achievement among students in the fields of business, management, and administration.

## LANGUAGES

**Arabic:** Native proficiency

**English:** Professional working proficiency

**French:** Full professional proficiency

## SKILLS

**Soft Skills:** Communication, Teamwork, Marketing research skills, adaptive, Flexible

**Interests:** playing Music, singing, biking, hiking, swimming.

### Computer skills:

- |   |                                   |
|---|-----------------------------------|
| ▪ Microsoft Office: Powerpoint, Word, Excel | ▪ Google Drive                    |
| ▪ Hub Spot                                  | ▪ Adobe Illustrator and Photoshop |
| ▪ Intercom                                  | (Beginner)                        |

### Soft Skills:

- |                        |                         |
|------------------------|-------------------------|
| ▪ Team-oriented        | ▪ Digital Literacy      |
| ▪ Communication Skills | ▪ Adaptive and Flexible |
| ▪ Achievement-driven   | ▪ Client Focus          |
| ▪ Marketing Research   |                         |

**Interests:** Music, Singing, Biking, Hiking, and Swimming.