

## Marwa Nazih El Moussaoui

### Curriculum Vitae

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#### Education

<b>From 09/2018 to 11/2020</b>	<b>Lebanese American University</b> Masters of Science in Human Resources Management	Beirut, Lebanon
<b>Thesis:</b> Studying the moderating effect of entrepreneurial orientation on the relationship between cultural intelligence and opportunity recognition in the MENA region during the COVID-19 pandemic.		
GPA 3.81		
<b>From 09/2014 to 05/2017</b>	<b>Lebanese American University</b> Bachelor of Sciences in Business Administration Concentration in Business Management GPA 3.67	Beirut, Lebanon
<b>From 09/2000 to 06/2014</b>	<b>Beirut Modern School</b> Baccalaureate II in Life Science	Beirut, Lebanon

#### Experience

<b>April 2021 to Present</b>	<b>PFC International</b> <b>Marketing Coordinator</b> <ul style="list-style-type: none"><li>•Developed strategic marketing initiatives and activities.</li><li>•Coordinated with a marketing and advertising agency (Adcreators Mena) to come up with the right social media calendar content.</li><li>•Conducted market research to prepare power point presentations that were presented to huge clients and potential partners in the MENA region and Australia.</li><li>•Initiated a branding and design project for PFC's offices in parallel with the concerned 3D design and printing agency.</li><li>•Generated new stationery design ideas (Agendas, lanyards, portfolios, etc...) and worked on the new design implementation with the concerned agency.</li><li>•Set-up in-office and outdoors photo-shoots to provide PFC with professional content for the website, and all social media platforms.</li><li>•Organized the work on a new website with the marketing agency by providing them with the content and continuous feedback.</li><li>•Worked on a Company Profile with the marketing agency through content creation and constant assessment.</li><li>•Translated the English content of the Company's Profile and Website to the Arabic language.</li><li>•Studied the insights on our promoted posts during my weekly meeting with the marketing agency in terms of post type, budget and targeted audience.</li></ul>	
<b>December 2020 to March 2021</b>	<b>Intaglio Pro</b> <b>Community manager of the marketing &amp; advertising department:</b> <ul style="list-style-type: none"><li>•Met with clients to gather ideas, know what they want, expect and need in terms of content, brand, service, product and support.</li><li>•Designed customized questionnaires that were filled by clients to help better understand their vision regarding the brand.</li><li>•Wrote briefs about the brand, its background and clients' needs.</li><li>•Built marketing plans that set the business's mission, vision, goals, target audience, and an online social media strategy that includes the type of content, the number of posts, the frequency of posts, and social media campaigns on several platforms.</li><li>•Create an identity for the brand/business by brainstorming ideas related to the brand's name, logo, shape, color, etc...</li><li>•Created content for brands or businesses' Instagram page: Teasers, launching videos and pictures.</li><li>•Set a calendar for the posting of the content that showed the post's slogan, caption and posting date based on a grid.</li><li>•Worked closely with graphic designers, photographers, videographers, and editors to come up with the content that can easily reach out to the brand's audience.</li></ul>	Beirut, Lebanon
<b>August 2020 to November 2020</b>	<b>Intern at Omnicom Media Group</b> <b>Advertising operations specialist department:</b> <ul style="list-style-type: none"><li>•Had an overview on Tags &amp; Trackers, Impression &amp; Click Tags.</li><li>•Differentiated the three digital campaign types: Search, Social &amp; Programmatic.</li><li>•Interpreted digital media plans.</li><li>•Worked on trafficking sheets to set up and create campaigns on Campaign Manager.</li><li>•Worked on Renault &amp; McDonald's Campaign with Belgium's ADOPs Team.</li><li>•Managed received creative assets.</li><li>•Assured work quality before sending off to client team/publishers.</li><li>•Attended ADOPs's weekly brain storming meetings.</li></ul>	Beirut, Lebanon
<b>March 2020 to Present</b>	<b>Freelance content creator at Artuals by M</b> Art-based Instagram account that creates and promotes visionary art, launched on March 2 2020. <ul style="list-style-type: none"><li>•Collaborated with a Graphic Designer and brainstormed creative new ideas to come up with the new account's concept identity: logo, marketing material, and profile content.</li><li>•Created the whole page identity and refined a strong presence across art accounts.</li><li>•Managing account and creating firm impact on followers' minds through innovative/trendy marketing tactics.</li><li>•Collaborating with influencers, newly found artists and other content creators to be able to attract art-oriented and inspired individuals and to deliver content that suits every taste on this platform.</li><li>•Preparing page content, setting captions, and maintaining specific page theme.</li><li>•Engaging with followers and monitoring feedback to enhance future page content.</li><li>•Acting as the account's owner and constantly striving for brand development.</li></ul>	Beirut, Lebanon
<b>September 2018 to April 2020</b>	<b>General &amp; research assistant at the Lebanese American University</b> <ul style="list-style-type: none"><li>•Conducted literature reviews.</li></ul>	Beirut, Lebanon

- Collected and Analyzed data.
- Prepared material for high management levels submission.
- Provided ready access to the faculty's researchers and supervisor.
- Managed and responded to research/ project related emails.
- Supervised undergraduate Senior Business students during exams before correcting their papers and acted as a liaison between undergraduates and the Faculty for students working on their research projects.
- Prepared reports and presentations depending on the projected taking place at the time.

**October 2017 to February 2018**

**Intern at Elie Saab Liban**

Beirut, Lebanon

**Product data Department:**

- Met with foreign clients in the presence of the department's manager and the CEO to discuss some product specifications and communicate their needs.
- Provided clients with feedback regarding fabric's quality and made sure to communicate any issues or updates.
- Plugged all product-related information into a customized system to facilitate any kind of future operation.
- Worked in teams of 4-8 to brainstorm new product launching execution process, campaign ideas and product-related modifications.

**Human resource department:**

- Managed employer-employee relationships through programs that provide fair employees' treatment.
- Ensured that job holders have the right skills & knowledge that help the organization achieve its goals through selecting the best candidates from the large pool of applicants, conducting face-to-face interviews, discussing strengths and weaknesses of candidates with the Human Resources Manager in order to take the decision that benefits the company and the employee. Afterwards, I made sure to provide employees with the necessary knowledge sources to be able to excel at what they do.
- Planned on transforming tacit knowledge into explicit knowledge by encouraging communication among experienced employees and new employees.
- Worked on "Employee performance improvement plans and career path" programs helpful for stating performance issues along with goals employees are required to achieve.
- Ensured the workplace is safe in order to reduce accidents, illnesses and to protect the employees from any harm by being the link between Elie Saab's employees and the insurance company.
- Developed a statutory overview on the legal/ethical aspects of contracts with the Chief Operating Officer of the company Mr. Ibrahim Yaghi.
- Prepared contract documents to be signed by employees, top management levels and clients representatives.

**July 2017 to August 2017**

**Intern at Middle East Airlines**

Beirut, Lebanon

**Flight operations engineering department:**

- Assisted flight operation engineering projects.
- Provided Technical input for operational documentation.
- Weighed Airfield assessments and briefings.

**Human resources management department:** Performed Administrative work such as Filing, Annual and sick leaves, Performance appraisals, tracked employees' behaviors, and Conducted gender and age analysis to ensure balance at the company.

**Commercial department, which includes:**

- Revenue management and pricing: Learned predicting consumer behavior methods that improve product availability in order to set prices that maximizes profits.
- Customer services: Ensured buyer's satisfaction to increase their loyalty.
- Grouping, Statistics and scheduling: Adopted statistical studies in order to group and schedule flights.

**Operation services department:** Secured that customer' orders were filled on schedule and operations' equipment were delivered on time.

**Activities & Accomplishments**

**From 01/2016 to 05/2017**

**Secretary at the Event Organization Club**

Beirut, Lebanon

- Contacted public figures, celebrities, event planners and suppliers depending on the project being planned in addition to preparing sponsorship packages with different supplying parties and followed up the execution process.

**From 09/2016 to 05/2017**

**Member at the human rights club**

Beirut, Lebanon

- Aims for increasing awareness of the violations of human rights in Lebanon and all over the world and finding ways to defend them.

**From 01/2015 to 06/2017**

**Dean's Honor List**

Beirut, Lebanon

- Placed on the LAU's Dean's Honor list for academic achievement in 2015 and 2016 and chosen as one of the best 5% students in Adnan Kassab School of Business in spring 2017.

**Summary Skills**

**Languages**

Native Arabic, fluent in English and French.

**Certificates**

HR Data Analytics at the LAU institute for Human Resources.

**Skills**

Microsoft Office, Campaign Manager, IBM, SPSS, & social media content creation.

**LinkedIn Account:** Marwa El Moussaoui