

LIWAA SLEIT

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Ain Mreisse, Beirut

EDUCATION

Lebanese American University, Beirut, Lebanon

Bachelor Science Degree in Marketing & Advertising (2017-2020)

GPA: 3.26/4.0 (Graduated with Honors)

Placed on LAU's Distinction List

Placed on LAU's Honor List

German international School, Beirut

Lebanese Baccalaureate in Life Sciences – Graduated 2017

Participated in the Model United Nations

Won 1st place in the DISB science fair

EXPERIENCE

Karam Wines

(Beirut, Lebanon)

Aug'2020-Dec'2020

Export Sales Representative

- Created a database containing wine importers, distributors and logistics companies. (far East countries)
- Developed plans and strategies by coordinating with management to achieve the sales targets.
- Attracted clients through the internet or other means of communication to enhance sales in export markets
- Planning and coordinating the international shipment of goods once sale is conformed.
- Reviewing the laws related to the import and sale of wines in the targeted countries

BBAC Bank

(Beirut, Lebanon)

Marketing Intern

Jun'2019-Jul'2019

- Performed market analysis and research on the latest trends
- Designed and presented new social media campaign ideas
- Monitored all social media platforms for trending news, ideas, and feedback
- Researched and evaluate competitor marketing and digital content

Makhzoumi Foundation

(Beirut, Lebanon)

May 2019

Social work

- Contributed to the creation of mock-ups, email campaigns, and social media content
- Helped with the planning and hosting of marketing events

L'Oréal Brandstorm

(Beirut, Lebanon)

Competition

Jan'2020-Apr2020

- Created an innovation that eliminates the use of plastic by inventing new circular business solutions, and by changing middle-class consumer behavior

Beesline Soft Beeswax

(Beirut, Lebanon)

Competition

Sep'2018-Dec'2018

- Developed a full marketing strategy for the launch of a new Beesline product called "Beesline Soft Beeswax" and presented it to the Beesline Company

Forex Trader

(Beirut, Lebanon)
(2018-2019)

Golden wave

- Executed currency and securities trades, identified and evaluated market opportunities and risks
- Stayed-up to date with current market trends and pro-actively participated in weekly team meetings with managers

Certificates

Advanced Google Analytics

Nov'2020

Google Online Certificate

- Google Analytics data collection
- Storing data and generating reports

Fundamentals of digital marketing

Nov'2020

Google Online Certificate

- Search engine optimization (SEO)
- Pay Per Click (PPC)
- Email/Mobile/content and Social media marketing

Inbound marketing

Oct'2018

Online Certificate

- Learned to Optimize Websites for Search Engines
- Amplified Content with Social Media

Deutsches Sprachdiplom

German language certificate

Jul'2017

- German language certificate of the German education authorities and the Foreign Office certifying levels of knowledge of the German language

American University of Beirut

Jul'2016

Future developer program (1 week)

- Basic Development of Mobile Applications with Android Platform
- Basic Game Development (Unity3D)
- Web Applications (Front-end web development basics)

ADDITIONAL INFORMATION

Computer skills: Microsoft Word, Excel, PowerPoint, and Access, WordPress website developer, Norton backup server, VMware Workstation and operating systems.

Languages: Fluent in English, Arabic and German