

Nour Harb

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EDUCATION

American University of Beirut (AUB), Beirut, Lebanon

Sep. 2020 – July 2022

Master's in Business Administration

Beta Gamma Sigma (BGS) member

CGPA:4.17

Lebanese American University (LAU), Beirut, Lebanon

Sep. 2014 – May 2017

Bachelor degree in International Business with Distinction

CGPA: 3.69

Lebanese Preparatory School, Beirut, Lebanon

May 2014

Baccalaureate in Socio-Economics

EXPERIENCE

The Wellnestudio, Beirut, Lebanon

April 2020 - Present

Founder & Managing Director

Creative virtual studio focused on providing branding strategy, design, content development and marketing services for businesses and entrepreneurs in the health and wellness field to grow their holistic practice online.

Alfa Interfood S.A.L., Beirut, Lebanon

April 2019 – Present

Marketing Coordinator

- Plan and execute digital marketing campaigns and monitor the social media content performance
- Develop and manage website content
- Propose marketing strategies to boost website sales
- Overseeing the design and content of the labels

Blue Hat: Design & Innovation Consultancy, Beirut, Lebanon

Jan.2018 –March 2019

Social Media Executive

- Created editorial content to be shared on social media platforms and copywriting the content in both English & Arabic languages
- Replied and engaged to comments and messages from fans based on a set of moderation guidelines
- Measured and analyzed the performance of digital marketing efforts
- Assisted in the formulation of design communication strategies prior to their online launchings on social media that set their long-term strategic goals.

EXTRACURRICULAR ACTIVITIES

AUB: Khaddit Beirut NGO, Beirut, Lebanon

Sep.2020 –Dec.2020

Graduate Assistantship

- Worked on improving the aesthetic and design aspects of all the templates and formats being used internally by the team
- Demonstrated planning and problem solving/investigative skills as required to research inquiries
- Communicated findings to the board and made recommendations to the teams based on the findings

AUB: Research Assistantship, Beirut, Lebanon

March.2021 –May.2021

- Responsible for the day-to-day management of the different researches running
- Worked on the referencing and summarized findings for the articles

WORKSHOPS AND CERTIFICATIONS

Facebook/Instagram Strategies & Ads Training Certificate by Ameen Awad

May 2020

- Online training about establishing an online presence, build followers, and manage social media campaigns and learn to evaluate the results of the marketing efforts

Maharat min Google: Fundamentals of Digital Marketing by Google

May 2020

- Online training on the digital skills needed to grow an online business

Improving Your Business Through a Culture of Health Course by Harvard X

October 2019 – February 2020

- Completed a course offered by HarvardX on edx about how a culture of health can transform businesses and improve the well-being of the employees and company

SUMMARY SKILLS

Languages: English & Arabic

Computer skills: Word, Excel, Power Point, Outlook, Google Drive, Adobe Photoshop, Facebook, Instagram

Soft skills: Communication skills, Management, Organization, Planning, Creative, Presentation, Customer relations, team work, Decision making

Interests: Travelling, Sports, social media, social work, photography, reading