

Zalfa Wahab
zalfawahab7@gmail.com | +961 3034247

EDUCATION

American University of Beirut (AUB), Lebanon Aug 18' – May 21'
Bachelor degree in Business Administration – concentration in Marketing

International School of Choueifat (SABIS), Lebanon June 18'
Lebanese Baccalaureate in Sociology & Economics

EXPERIENCE

Bkerzay, Chouf, Lebanon May 21' – Aug 21'
Sales and Marketing Intern

- Assisted the sales coordinator in event planning, especially with weddings.
- Planned and organized content calendars for different platforms with the social media specialist.
- Yielded in the development of the website structure and design.

Farah Social Foundation, Beirut, Lebanon Oct 20' – Mar 21'
Marketing Intern / Volunteer

- Assisted the communication officer with the marketing strategy and content calendar.
- Attended workshops about social and economic development in rural areas.

Careem, Beirut, Lebanon Sept 19' – Feb 20'
Brand Ambassador

- Completed a variety of tasks such as one-on-one interviews and giveaway competitions in the streets of Beirut.
- Worked in a booth for Whisky Live Beirut event and Frozen City.

EXTRACURRICULAR ACTIVITIES

Children Cancer Center of Lebanon (CCCL) Sept 19'
Volunteer

- Entertained patients in the input unit by organizing small indoor activities.

WORKSHOPS AND CERTIFICATIONS

Lebanese American University (LAU): Luxury Brand Management Oct 21' - Present

- Focuses on essential theories, knowledge and applied skills around the luxury world through an in-depth analysis of established contemporary fashion brands.

Inside LVMH (Moët Hennessy Louis Vuitton) Program Nov 21'

- Highlighted fundamentals of the luxury industry and LVMH through various topics such as sustainability, operations and supply management, creation and branding.

Coursera: Facebook Social Media Marketing Certificate Program

Nov 21'

- Created and managed advertising campaigns and evaluated the results of marketing efforts.

William Davidson Institute at the University of Michigan: Business & Culture

Nov 20'

- Worked on international consulting projects with students from USA, Egypt, and Libya.

SUMMARY SKILLS

Languages: English: Fluent/Bilingual Proficiency, Arabic: Native.

Soft Skills: Cooperative, Flexible and Organized.

Technical Skills: Researching, Analyzing and Proposal Writing.

Computer Skills: Microsoft Office: Word, Excel, PowerPoint, Outlook.