

Tracy Boghos

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PROFILE

Highly responsible, dedicated, and organized

Ability to grasp new concepts quickly

Work well with a team

WORK EXPERIENCE

International Growth Marketing Intern (Focusing on the MENA Region) Picsart July 27- October 27, 2021

- Full localization auditing and suggesting changes: visual and language
- Monitoring language and product localization for own market
- Monitoring local trends, suggesting content ideas, new strategies and influencer partnerships
- Conducting competitor analysis in the market
- ASO, SEO keyword research
- Participating in creative process to assist in the creation of content that is locally relevant
- Assisting marketing and product teams in setting up product tests, marketing campaigns and new features launches
- Preparing the Marketing Plan for Saudi Arabia's National Day, Turkey's Republic Day, UAE's National Day, and Arabic Language Day

EDUCATION

Lebanese American University (LAU), Byblos Lebanon Aug. 2016 – May 2019 Bachelor of Science in Business Studies - Marketing

Cumulative GPA 3.43 Honors List

Related courses: Emarketing - Marketing Research - Marketing Strategy - Integrated Marketing Communications

School: L'Athenée de Beyrouth, Bsalim Lebanon 2001-2016

PROJECTS

- 1st place winner in developing marketing strategies and doing brand monitoring for Marie France (group project)
- 2nd place winner in conducting a marketing research and developing marketing strategies for PF Chang's (group project)
- 3rd place winner in providing a complete consumer behavior analysis and developing marketing strategies for Anghami (group project)
- Participated in L'Oreal Brandstorm case competition 2019
- Worked on Capsim Simulation
- Created offline marketing strategies (ATL and BTL) for Nivea (group project)

EXTRA CURRICULAR ACTIVITIES

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|---|---------------------|
| • Member in the LAU Armenian club | Nov. 2016 till 2019 |
| • Member in the LAU Pioneers of Hope club | Nov. 2016 till 2017 |
| • Volunteer at BLOM Bank Beirut Marathon | Nov. 2018 |

TRAINING/WORKSHOP ATTENDED

"Maharat Min Google"- Online Opportunity, SEO, Google Ads, Social Media Marketing, Lebanese American University -Sept. 2019

SKILLS

Computer: Windows and Mac OS. Microsoft Office (Word, Excel, Power Point). Google docs, sheets and slides.

Languages: Fluent in Arabic, English, French and Armenian.

Beginner in Spanish and Italian

INTERESTS

Thai boxing, travelling, playing chess