

Maissa Rouissi
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Final year undergraduate student pursuing a BBA with a double concentration in Marketing and Management.
I enjoy being challenged and learning new skills. I'm keen to grow in a mission-driven team, within a fun and fast paced environment.

Skills: Problem-solving, Market Research, Benchmark Development, Project Planning.

Analytics and creativity tools: Google Analytics, Zapier, HTML & CSS, JavaScript, SQL, Regression Analysis, Adobe Creative Suite (Photoshop & Illustrator)

Languages: English/Arabic Bilingual - French Fluent

Education

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| AUG 19 –
DEC 22 | American University of Beirut
Bachelor of Business Administration <ul style="list-style-type: none">• GPA: 4.0/4.0• Dean's Honor List (All semesters)• MEPI Tomorrow's Leaders Scholarship• Beta Gamma Sigma International Honors Society• Business Student Society VP of Marketing | Beirut |
| AUG 21 –
DEC 21 | University of Pennsylvania, the Wharton School of Business
International Guest Student Program <ul style="list-style-type: none">• GPA: 4.0/4.0• Courses: Marketing Strategy, Marketing for Social Impact, History of Modern India, 1000 Years of Musical Listening• The Women's Network- Innovation Committee• International Students Assembly- Events Committee• Collaborated with Marketing for Social Impact students on a comprehensive campaign plan for Penn Leads the Vote: 74% voter turnout | Philadelphia |

Experience

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| JUN 22-
SEPT 22 | BMW AG
Associate Product Marketing Manager <ul style="list-style-type: none">• Created and managed two marketing campaigns for BMW Plug-In Hybrids and MINI Countryman that resulted in a 37% increase in showroom foot traffic.• Created, distributed, and maintained digital content on three different SM channels (averaging a total of 90 posts per month), resulting in boosted brand awareness and a 200% increase in online engagement.• Conceptualized and collaborated with a team of cross-functional interns to execute co-branding partnership events with BMW, Maison Margiela, and Magnum. | Tunis |
| FEB 22-
MAY 22 | Bidgala
Partnerships Relations & Strategy Intern <ul style="list-style-type: none">• Defined key customer satisfaction metrics and assisted in the development of a new content marketing strategy to maximize lead attraction and engagement.• Tracked, analyzed, and built business cadence to review key metrics on the performances of 11 partnerships with universities and NGOs to support the successful implementation of different partners projects• Collaborated with a team of five on artist acquisition strategies to increase sign-up growth rate by 18% MoM. Surpassed 1,400 new artist sign-ups within two months. | Montreal |

- Independently conceptualized a project: "Bidgala's NFT Collection", presented market research findings and recommendations in meetings with CEO and co-founders
- Implemented recommendations into a concrete execution plan that was part of Bigdala 2023-2025 strategy.

JUN 21-
AUG 21

Express FM
Digital Marketing Intern

- Was a key decision-maker for digital content creation. Worked on curating posts across 4 social channels ensuring a cohesive online brand identity and a 48% increase in overall engagement.
- Used Google Analytics and Business Manager to track, analyze, and report weekly website and social media analytics and KPIs to direct work supervisor and management.
- Conducted and presented research on "Marketing FM Radio Programs in the Digital Age: Strategies to Increase Engagement and Boost Ad-Revenue" (Graded as part of BUSS 248 Workshop: A).
- Coordinated with cross-functional PR and marketing teams to identify and recruit content creators for paid collaborations within a campaign which resulted in 60% increase in online podcast listening activity.

Tunis

Workshops and Certifications

Google
The Fundamentals of Digital Marketing

Google
Advanced Google Analytics

Boston Consulting Group
ASPIRE 2020

Go My Code
Full stack JavaScript Certification

Community Service and Engagement

JAN 22-
PRESENT **Amnesty International**
Project Management Volunteer

Managing a team of three who's responsible for the planning, design, and implementation of workshop programs and events targeted towards high school students in the city of Siliana.

AUG 20-
JUL 21 **American University of Beirut- Office of International Programs**
International Student Mentor

Mentored and supported 5 international students starting out at AUB during the fall semester. Conducted virtual one-on-one meetings for regular check-ups, participated in the organization of group gatherings, and oversaw multiple events pertaining to cultural adjustment, campus involvement, and transition to university.

SEP 20-
JAN 21 **SOS Children's Villages International**
Lead Volunteer

Assisted Projects Manager in recruiting, coordinating, and planning for the development and mentoring of volunteer groups that would be assigned to different events throughout the year. Supervised volunteers and effectively delegated responsibilities while helping in the coaching of individuals and teams.