

# JIDA AL TAWIL

## MARKETING GRADUATE

### PERSONAL PROFILE

Highly energetic fresh marketing graduate prepared to contribute to organizational success while developing new skills and gaining real-world experience. Positively impacts operations with top-notch communication and critical thinking.

### CONTACT



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### PROFESSIONAL SKILLS

- leadership and communication
- team management
- negotiation
- problem-solving
- creative and critical thinking
- coaching and quality management
- microsoft applications

### LANGUAGES

- Arabic: Native
- English: Fluent
- French: Basic

### EMPLOYMENT HISTORY

- **SOHATI (SOCREATIVE AGENCY) | SEPTEMBER 2022- CURRENT**  
**SOCIAL MEDIA ACCOUNT EXECUTIVE**
  - manage social media accounts of medical professionals (doctors-clinics...)
  - responsible of posting/scheduling/boosting
  - content creation
  - direct-contact with clients/sales
  - direct contact with graphic designers/translators/copywriters/video team to assist with the making of all post/reels/stories
- **JUBAILI BROS | JULY 2022-SEPTEMBER 2022**
  - Junior Foreign Procurement Officer Training program
- **AREEBA FINTECH | MAY 2022- JULY 2022**  
**MARKETING AND COMMUNICATIONS INTERN**
  - Assist in the launch and execution of the company's marketing communication campaigns, whether ATL, BTL or Digital.
  - Update the companys website In collaboration with the digital agency.
  - Assist the Head of Unit in Managing relationships with Co-branded party
  - Coordinating the marketing and communications with regional entities
  - Keeping the website accurate and up to date to auract traffic.
- **PEARL BRANDS ONLINE | MARCH 2022-APRIL 2022**  
**COMMUNITY MANAGER**
  - in charge of social media accounts via Meta Business including instagram, facebook, and linked in
  - responsible of replying to direct messages on instagram and Facebook in addition to customer service.
  - assist the graphic designers with the making of Social media posts.
  - follow up on the implementation of the weekly/monthly calendar (posting-boosting- ads).
- **SHAREKKNA MENA | OCTOBER 2021-NOVEMBER 2021**  
**MARKETING AND COMMUNICATIONS INTERN**
  - Place a marketing and communications strategy.
  - Contact specialists, startups, and NGOs to get on board.
- **YA SALAM STORE**  
**ASSISTANT MANAGER | AUGUST 2020- OCTOBER 2020**
  - Negotiate and prepare orders, and budgets.
  - Style pieces together for each seasonal collection.
  - Create fresh ideas to integrate with collections to diversify brand image.
  - Form strong partnerships with consumers, increasing brand recognition and reputation.
- **LABIB MEDICAL CENTER**  
**PUBLIC RELATIONS INTERN | JUNE 2020-AUGUST 2020**
  - Initiated and planned PR projects.
  - Oversaw Facebook and Instagram accounts.

### ACADEMIC BACKGROUND

- **LEBANESE AMERICAN UNIVERSITY (LAU)**  
**BSC IN BUSINESS ADMINISTRATION; EMPHASIS IN MARKETING CLASS OF 2020**

Fall 2020: Marketing Strategy Course Project  
Created a new marketing plan for Almaza Premium Beer through assessing the marketing strategy they have including consumer, competitors, and the company itself.

fall 2018: Consumer Behavior Course Project  
Identified marketing challenges for Beesline Company  
Worked on introducing their then-new beeswax line to the consumers and product placement

### EXTRACURRICULAR ACTIVITIES

- 2017: Outreach and Leadership Academy (OLA) Volunteer
- 2016: UNESCO and LAU Employability Skills Workshop at OLA
- 2015: Power of Charima Workshop at OLA
- 2015: Delegate at LAU Model Arab League High School Conference
- 2015: Conflict Resolution and Negotiation Workshop at OLA
- 2015: Graphic Design Workshop at OLA