

# Lea Jurdi

Lebanese/Nigerien

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## Education :

August 2021-Present      **Lebanese American University, Beirut, Lebanon**  
Bachelor of science in Business – Emphasis in Marketing  
**CGPA: 3.8** Dean's Distinction List

## Experience :

June 2022-Present      **Marketing & Sales Executive Intern, BeirutIn**

- Leads generation and Identification of the best practices to refine the company's lead generation playbook
- Implementation of the email strategy put by the company

April 2022-Present      **Social Media Marketing Specialist, Mavie**

- Developing and managing digital marketing campaigns
- Identification of new digital marketing trends to ensure that the brand is in front of the industry developments

October 2021-Present      **SDG Brain Lab Participant, United Nations Global Compact Network Data Hub & Training Hub**

January 2021-Present      **SDG Data Hub Delegate, United Nations Global Compact Network**

## Certificates :

- **LAU Case Competition MSC Finalist**, Lebanese American University
- **Digital Marketing Skills You Don't Learn at School**, SCHEMAZONE, Canada
- **March forward 2.0: Leadership in times of crisis**, Rotaract, Lebanon
- **StEER-Leb Project: MOOC**, StEER-Leb - Erasmus+
- **Gender and Integrated Water Resources Management**, Cap-Net
- **Annual Training Hub on the nascent Petroleum sector in Lebanon**, Publish What You Pay

## Extracurricular Activities :

- **Member of Diaries Of The Ocean**
- **Secretary of Entrepreneurship Club**, Lebanese American University
- **Vice President of Marketing Club**, Lebanese American University

## Skills:

- **Software:** Microsoft Office (Word, PowerPoint, Excel).
- **Languages:** English, French, Arabic.