

# NOURA HAMED

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A highly motivated and hard-working individual who graduated with a bachelor's degree in Marketing and pursued a master's degree in Strategic Marketing at Cranfield University. I'm currently looking for the right opportunity to gain experience, develop my skills, and add value to the organization I join. I aspire to always learn new skills and lead a successful career as a Marketing professional.

## EXPERIENCE

NOVEMBER 2022 – PRESENT

**MARKETING ASSISTANT**, AJIALOUNA ORGANIZATION

- Execute project planning sessions.
- Draft marketing materials (flyers, newsletters, posters).
- Ensure project deadlines are met.
- Collaborate on the upcoming year calendar with the Marketing Director.
- Optimize and improve processes.
- Collect and update Social, Medical & Hotline department data.
- Collect piggybanks and organize school events for fundraising.
- Update the website biweekly.
- Prepare visuals and data for social media.
- Write thank-you letters in English and Arabic.
- Follow up on production tasks for Marketing Department.
- Provide content to the PR agency.
- Brainstorm and generate new ideas with the team.
- Handle shipments and transactions.
- Write English captions for social media calendar plan.

APRIL 2022 – JULY 2022

**MARKETING COORDINATOR INTERN**, PARAGON/ LOUBNANY

- Created online content for all social media platforms.
- Researched ways how to improve online sales and took them into action.
- Was responsible for all content created on social media platforms.
- Maintaining awareness of best practices and marketing techniques/tools for successful campaigns and promotions aimed at increasing brand revenue, profitability, and market share.

JUNE 2019 – SEPTEMBER 2019

**MARKETING INTERN**, APEC/ ARABIAN PETROLIEUM COMPANY

- Analyzed and studied previous advertising campaigns & assisted in developing the yearly advertising plan.
- Conducted a customer experience survey and constructed a strategy to improve customer retention across key petrol stations.
- Developed weekly sales reports with the sales team to increase the company's sales.

## EDUCATION

SEPTEMBER 2020- NOVEMBER 2022

**MSC DIPLOMA**, CRANFIELD UNIVERSITY

Diploma in Strategic Marketing

SEPTEMBER 2016- JUNE 2020

**BACHELOR OF SCIENCE**, LEBANESE AMERICAN UNIVERSITY (LAU)

B.S. in Marketing

SEPTEMBER 2015- JUNE 2016

**LEBANES BACCALAUREATE**, INTERNATIONAL SCHOOL OF CHOUIFAT KOURA (SABIS)

Life Science Baccalaureate

## SKILLS

- Active listening & communication skills
- Data visualization
- Flexibility
- Time Management
- Interpersonal Skills
- Transferable skills
- Problem Solving
- Detail oriented, with excellent organizational skills
- Critical, & Creative thinking
- Adaptability
- Responsible

## CERTIFICATES:

- Google Certificate: Foundations of Digital Marketing and E-commerce
- SAS: Predictive Modeling and Text Mining
- SAS: Correlation and Regression
- SAS: Decision Making with Data
- SAS: Exploratory Data Analysis
- HubSpot: E-mail Marketing
- HubSpot: Inbound Marketing
- HubSpot: Frictionless Sales

## ACTIVITIES

- Volunteer work in Ajialouna NGO; distributed food supplies to impoverished areas in the North and renovated poorly built houses.
- Lead the Careem Project in the consumer behavior course during the undergraduate program, where a budget was provided to us, and the group had to create a new marketing strategy for the brand by researching consumer needs and demands as well as studying the target market.
- Proficient in Microsoft Word, Excel, and PowerPoint
- Completed online certificates through HubSpot, and SAS
- Fluent in English and Arabic.