

# Aline AlHelou

## UNIVERSITY STUDENT




### PROFILE SUMMARY

I am a hardworking business - marketing student, who thrives to succeed. Rotating between my studies and work, I have proven myself to be a dedicated self-driven character that is confident to take charge to produce a high calibre of work.

### CONTACT DETAILS

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Address:  
Baabda, Mount Lebanon, Lebanon

### LANGAGES

Arabic (Native)   
French (Advanced)   
English (Advanced) 

### WORK EXPERIENCE

#### ADMINISTRATIVE ASSISTANT INTERN - CEF - AUF BEIRUT

2021 - PRESENT

- Develop informative articles, blogs, and instructional posts.
- Assist in the execution of communications strategies for the CEF of Beirut.
- Offer administrative support to projects and media exposure.

#### DIGITAL MARKETING INTERN - MOE DIGITAL AGENCY

2021 - PRESENT

- Organize and prioritize projects for social media, SEO, SEM, email, and content creation.
- Provide market research, forecasts, campaign results, and consumer trends.

#### SOCIAL MEDIA SPECIALIST

2019 - 2021

- Create, implement and optimize social media strategies for brands and businesses.
- Write, edit and publish engaging posts for various social networks.

#### LA GRANDE FAMILLE - MINI STUDIO

2016 - 2020

- Crew assistant
- Performer
- Dancer

#### MONITOR - GOLF CLUB LEBANON SUMMER CAMP

2017 - 2019

### ACADEMIC BACKGROUND

#### NOTRE DAME UNIVERSITY

2021 - Present

Digital marketing executive program diploma

#### UNIVERSITÉ ANTONINE

2020 - PRESENT

Bachelor's degree in Business Administration.

#### COLLÈGE DE LA SAGESSE SAINT JEAN - BRASILIA

2019 - 2020

High school diploma:

Lebanese and French baccalaureate graduate with high distinction.

### SKILLS

- Adept with Microsoft Office Suit : Word, PowerPoint, Outlook, Excel.
- Ability of web traffic acquisition strategies: SEO, SEM, SEA, SMO
- Excellent organizational and multi-tasking skills
- Strong written and verbal communication skills

## COMMUNITY INVOLVEMENT

2019 - Present

- Member of Faith and Light (Foi et Lumière)

2006 - Present

- Knights and Vanguard of the Virgin Mary: Member and Group Leader.

2018 - 2020

- Association des Guides du Liban - Groupe Sagesse Saint Jean Brasilia: Member and assistant

2017 - 2020

- CAS - Club d'action social: Moral and financial assistance to NGOs and associations
- Working with underprivileged people from different cultural and social backgrounds.

2010 - 2013

- Member of Mouvement Eucharistique des Jeunes (MEJ)

## CERTIFICATIONS

- Certificate of Completion 160 hours of social work.
- Course completion certificate of Advanced Intermediate Courses (1, 2 and 3) - American Lebanese Language Center.
- Course completion certificate: "Growth-Driven Design training" - Hubspot Academy.
- Course completion certificate: "Advanced Google Analytics" - Google Career Certificates.
- Course completion certificate: "Responsive Web Design in Adobe XD" - Google Career Certificates.
- Course completion certificate: "Digital Channel Planning and E-Commerce Strategy" - Digital Marketing Institute.
- Certificate of participation in training: "Successful Negotiation: Essential Strategies and Skills" - University of Michigan.
- Course completion certificate: "Integrated Marketing Communications: Advertising, Public Relations, Digital marketing" - IE Business School.
- Certificate of participation in training: "Bitcoin and Cryptocurrency Technologies" - Princeton University.
- Certificate of participation in training: "Driving Business towards the Sustainable Development Goals" - Erasmus University Rotterdam.
- Certificate of participation in training: "Feminism and Social Justice" - University of California, Santa Cruz.
- Course completion certificate: "The Language of Design: Form and Meaning" - California Institute of The Arts.