

LYNN HMADEH

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EDUCATION

Lebanese American University, Beirut, Lebanon

Feb 2020 – Expected June 2023

BSc. in Business Studies – double emphasis in:

CGPA 3.95/4

Marketing and Information Technology Management

Minor Data Analytics

EXPERIENCE

Marketing Intern – ITG Holding Company, Beirut, Lebanon

Aug - Sept 2022

- Developing campaigns and organizing events according to the goals of the departments
- Creating content about the affiliates' corporate profile and presentations
- Assisting in different functions of the department such as digital marketing, budgeting, and marketing plan according to the targeted audience

Marketing Officer - MEDLIFE Lebanon, Beirut, Lebanon

Feb – Aug 2022

- Developing awareness campaign strategies and providing operational support
- Aligning social media campaigns with the founder's objectives in promoting the organization and raising volunteers
- Creating social media content and analyzing users' outreach

Intern - AIESEC, Beirut, Lebanon

Feb – July 2022

- Interviewing participants and matching them with suitable opportunities according to their aspirations
- Conducting research, preparing, and delivering the Outgoing Preparation Seminar
- Coming up with ideas for raising awareness through creating a booth and enhancing customer service
- Working on excel by gathering the data and analyzing the demand of the customers

Office Assistant- Lebanese American University, Beirut, Lebanon

June -July 2022

- Assisting in cap & gown event, reunions and tentative alumni dinner
- Assisting in all related logistics related to the above event

VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

Tutor, MMKN NGO, Beirut, Lebanon (Jan. 2020 – May 2022)

- volunteering in educating grade 8 and 9 students in math and biology subjects

Community Member, Adyan/Alwan, Beirut, Lebanon (Oct. 2017 – May 2019)

- Engage in activities that promote diversity, solidarity, and human dignity.

Volunteer, Dafa Campaign, Beirut, Lebanon (Apr. – May 2019)

- Collecting Clothes and donating them to people in need

Volunteer, Saint George School, Beirut, Lebanon (Oct. 2018 – May 2019)

- Rehabilitating the library by cleaning it and organizing the books

CERTIFICATIONS /AWARDS

- Inbound Marketing Certificate – HubSpot Academy – Apr 2022
- Granted a LIFE Scholarship that supports me in my bachelor degree at the Lebanese American University
- Certificate of participation in the Innovation Camp - INJAZ, Beirut, Lebanon – Feb 2021
- Certificate of participation in Bridges of Opportunities (BOO) - INJAZ, Beirut, Lebanon – Aug 2021
- Marketing strategy presented to iSTYLE (Apple Premium Reseller) – Dec 2021
- Certificate of appreciation for Presenting my school in a program in Denmark-Sep 2017
- The twelfth GC LAU MUN, Beirut, Lebanon – Dec 2017
- European- Arabian dialogue - UNESCO ASPnet Nation, Beirut, Lebanon – Dec. 2016

SKILLS

Interpersonal skills: Problem Solving, Teamwork Skills, Active listening

Technological Proficiency: Microsoft office, R studio, SQL

LANGUAGES: Arabic and English (fluent) and French (basic)