

FATIMA MAKKI

Beirut, Lebanon

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[LinkedIn](#)

EDUCATION

The American Community School – Beirut, Lebanon

2003-2018

IB Diploma holder: Higher level courses in Global Politics, Economics, and Language and Literature.

Lebanese American University - Beirut, Lebanon

August 2018-September 2021

BA in Communication Arts with a minor in Advertising and Public Relations, *CGPA: 3.62/4.0*

Lebanese American University - Beirut, Lebanon

January 2022-Current

MBA Candidate at LAU Beirut

RELEVANT COURSEWORK

Public Relations

E-Marketing

Advertising

Consumer Behavior

Social Media

Media Research Methods

Integrated Marketing Communications

Writing for Advertising and PR

WORK EXPERIENCE & INTERNSHIPS

General Assistant at LAU - Beirut, Lebanon

January 2022-Present

Research and Administrative Assistant

- As part of my financial aid, I work as an assistant to the director of the MBA program.
- I work closely on editing multiple research papers, as well as finding the appropriate standards of academics for said papers.
- Copywriting large bodies of text that attend to different activities in the MBA program.
- Handling confidential endeavors, and being entrusted with a plethora of the office's inner workings.

Elgorithm for Schools - Beirut, Lebanon

February 2021-Present

Full-time Social Media and Marketing Manager. Part-time Community Outreach Specialist.

- Began as an Intern and eventually built myself into a full time role
- Developed marketing strategies for various fundraising events and partnerships.
- Created Instagram content and infographics for the events through Canva visuals.
- Drafted communication messages for email and social media outreach.
- Reached out to multiple influencers and navigated appropriate influencer email templates.
- Curated a list of NGOs and Schools for potential partnerships in projects and services.

Creo Incubator – Beirut, Lebanon

May 2021-October 2021

Social Media Intern

- Followed training on how to develop content related to brand identity
- Produced trial Instagram content and infographics through Canva visuals.
- Learned how to use the Canva video feature and developed some videos for trial content.

SchemaZone – Beirut, Lebanon and Canada*Marketing Trainee/Intern***September-October 2021**

- Completed an industry training certificate, but also interned as a marketing manager for Kidzie clothing.
- Delivered weekly briefs on campaign efforts to grow the brand.
- Enhanced understanding on: tracking metrics, brand perception, and consumer behavior.

The Relief Centre (NGO) - Beirut, Lebanon**October-November 2020***Freelance Communications Officer*

- Developed social media content for Instagram, Facebook, and Twitter accounts.
- Successfully boosted their social media presence.
- Published pre-planned posts and content live from an event.

MED K&K Marketing and Advertising – Beirut, Lebanon**May-August 2019***Intern*

- Contributed to client projects: Celio, Mango, Khabbaz, and Landmark group.
- Identified optimal targets, competitor offerings, and persuasion tactics using demographic data.
- Developed campaigns and customized marketing strategies for clients.

Department of Communication Studies at LAU - Beirut, Lebanon**October 2018-January 2020***Social Media Content Writer, Connections Magazine*

- Enhanced social media presence in the month of the Lebanese Revolution significantly.
- Developed content for social media (Instagram) and drafted multiple successful engagement projects.

WORKSHOPS AND TRAININGS

- Google Analytics for Beginners, August 2021
- Tiktok for Brands By Khoros, March 2021
- Hubspot Inbound Marketing, November 2020
- Facebook/Instagram Strategies & Ads training, May 2020
- Maharat Min Google - Digital Marketing training, March 2020

COMPUTER SKILLS & LANGUAGES

Computer skills: Canva; Hootsuite; Office tools; iMovie; Medium.**Languages:** Fluent in English and conversational Arabic, comprehension of spoken/written French.