

ELISSA LAKIS

Beirut, Lebanon

www.linkedin.com/in/elissalakis

EDUCATION

Lebanese American University

BSc in Business Administration – GPA: 3.6/4.0

Emphasis: International Business/Management

Minor in Data Analytics

August 2018-May 2022

Marjeyoun National College

Lebanese Baccalaureate in life science, passed with distinction

October 2004-June 2018

EXPERIENCE

STRAPLESSS, Founder

April 2021-Present

- Defining the business model covering products, customers, channels and marketing strategy and developed business case with 5-year forecasts
- Securing initial funding of \$50,000 USD by pitching the idea to family and friends
- Defining the brand identify, designing packaging and websites / social media pages, and leading all communications achieving a sum of 5000 followers on digital platforms
- Designing 2 collections including 20 unique items, leading the relation with suppliers to produce 1500 pieces, managing packaging and deliveries achieving sales of \$35,000 USD since inception

GC LAU MUN, Public information officer

November 2018-Present

- Creating content including video shots and classroom shots for the official website and Instagram page of GC LAU MUN, achieving impressions from secretariat and upper management and named MVP twice

Tutoring

March 2021-December 2021

- Delivered private tutoring in microeconomics to three college students and succeeded in improving overall performance
- Delivered tutoring in biology to high school students through MMKN school support program

EXTRACURRICULAR ACTIVITIES

- Creating videos and edits for personal YouTube, Instagram and Tiktok profiles
- Solved a case related to the Lebanese railway while leading a team of four in the 4th LAU Case Competition
- Created a product that supports sustainability with both low-fidelity and high-fidelity designs in the L'Oréal Brand Storm Competition
- Selected among twenty-five members to travel to New York as a coordinator for the Global Classroom International Model United Nations (GCI MUN). Event was held virtually due to COVID; recorded, edited and produced content that was later published on the official social media platforms of the event

June 2019-Present

March 2021-May 2021

February 2021-May 2021

March 2020-March 2020

SKILLS

- IT Literacy: Microsoft office (word, excel, PowerPoint), Adobe (premiere, illustrator, InDesign, Photoshop)
 - Interests: Data mining, Content Creation, Sketching
 - Languages: Arabic (native); English (fluent); French and Spanish (basic)
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