

# REEM HANNOUCHE

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Nationality: Lebanese/Armenian

## OBJECTIVE

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- Business marketing and advertising student fluent in French, English and Arabic with two internships completed as a sales and marketing executive at regional and international agencies. Looking for an internship as a marketing executive starting July 2022
- Key strengths:
  - Strong analytical skills, intellectual curiosity, and thought leadership
  - Solid interpersonal, communication and teamwork skills
  - Effective work structure and management, ability to work under pressure, dedication, and hard work
  - Strategic thinking, marketing prowess and sales acumen

## PROFESSIONAL EXPERIENCE

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### HOPSCOTCH – Marketing and Advertising Intern

Beirut – Lebanon, June – August 2021

- Designed the opening ceremony and schemed different marketing initiatives for an international horticultural exhibition in the GCC
- Supported the launch of a skincare brand to accommodate all disciplines required, including training, communications and press
- Negotiated social media strategies with the client servicing department to raise awareness for a Lebanese leader retail store by 25%
- Conducted internal market analysis, benchmarks and surveys to boost the agency's sales and grow their revenues
- Created co-marketing initiatives which attracted new clients and increased company awareness by 15%

### LIBA-NUTRI (Eucerin's official distributor in Lebanon) – Sales Intern

Beirut – Lebanon, July 2020 – August 2020

- Developed a competitive benchmark by analyzing sales performances of direct competitors on the E-commerce websites
- Built an attractive value proposition and established close contact with clients and prospects which helped increase company awareness by 5%

### CAMPUS J – Journalist for the university weekly newspaper

Beirut – Lebanon, September 2019 – Present

- Wrote weekly articles about diverse topics with specialization in the gastronomy industry
- Interviewed community leaders and members

### GRAND LYCEE FRANCO-LIBANAIS – Lead reporter for the school monthly newspaper

Beirut – Lebanon, October 2017 – June 2019

- Redacted articles on various academic, social, and cultural subjects
- Increased GLFL online visibility by 25% while managing all its social media accounts
- Organized and conducted meetings and interviews with many local and international personalities

### L'ORIENT-LE JOUR (leading French newspaper in Lebanon) – Job shadowing

Beirut – Lebanon, April 2017

- Developed a general understanding of the various departments such as general writing, graphic design, archives, etc.
- Assisted journalists in their daily tasks

## EDUCATION

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### Bachelor of Science in Business marketing – Université Saint-Joseph

Beirut – Lebanon, 2019 – June 2022

- GPA 3.7/4.0
- Courses in Cost control, Communications marketing, Financial statistics, Financial accounting
- Final year project: Created my own startup "Sawacar" by developing a carpooling application to benefit the infrastructural system in Lebanon while dealing on the operational, marketing, and legal aspects

### French Baccalaureate – Grand-Lycée Franco-Libanais (GLFL)

Beirut – Lebanon, 2004 – 2019

- Social Economics majoring in Mathematics and awarded with distinction

## SKILLS

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**Computer:** Proficient MS Office (Word, Excel, PowerPoint)

**Languages:** French (Native), Arabic (Native), English (Fluent), Spanish (Basic)

**Search engine optimization:** SEO, SEM, Google analytics, Google ads

## PERSONAL INTERESTS

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- Scouting: Member and team leader of a group composed of 20 children and in charge of the organization of weekly activities, and camps each trimester
- Volunteering: Lebanese Red Cross, Basma (Non-confessional Lebanese NGO)