

Amina Sultan Chehab

E-mail: aminasultanchehab@gmail.com Mobile: +961-71167999 LinkedIn : [aminasultan chehab](https://www.linkedin.com/in/aminasultanchehab)

EDUCATION: Lebanese American University, Beirut Lebanon Aug2018 – Expected Dec 2022

Bachelor of Science in Business Studies – marketing

mgpa 3.62/4.0

Transferred more than sixty credits from biology

RELATED COURSES:

Marketing basics Consumer Behavior Marketing Research Marketing Strategy
Brand Management E-marketing Communication Skills Personality development
Developing a Business plan Accounting Information Technology Management Management

SPECIAL PROJECT:

Brand audit for Patchi: Assessing the market, checkup that evaluates your brand's position in the marketplace, its strengths, and weaknesses, and how to strengthen it ,internal branding .

Developed a business plan from scratch, created an innovative product for supermarkets (trolley tech)

WORK EXPERIENCE:

Social media marketing /sales and management – Artisana Shehab , Lebanon 2015 – present

- dealing with merchants/suppliers and inventory , buying, and pricing the products.
- Created unique and engaging social media content through SM platforms such as Facebook and Instagram. Scheduled posts, interaction with customers online, planning marketing SM strategies.
- Working both in store and online hence interacting with all type of customers and situations in Lebanon and abroad.

EXTRA CURRICULAR ACTIVITIES:

Volunteer(social media assistant :) – shifaa NGO	Jan 2022-present
Member –Lau premedical club	Aug 2018-Jan2021
Member -red cross (Lau)	Sep 2019-Nov 2019
Procurement office student job- LAU	Aug 2019– dec2019

Certificates and Workshops

CITI Program Certificate in IRB Exempt Research (Feb 2022)
HubSpot Inbound Marketing Certificate (Dec 2021)
Deutsch sprachdiplom (DSD1)
Injaaz 2nd price winner (creating a startup business from scratch)
Personality development workshop
Communication skills workshop
Developing a business plan workshop

KEY SKILLS & COMPETENCIES:

Business: online and traditional marketing and advertising ,time management, teamwork, Marketing research and strategy ,Efficient multitasker ,Planning and coordination, Detail-oriented ,Communication and negotiation skills ,public speaking ,Understanding consumer behavior ,brand management.

Computer: Microsoft Office (Word, Excel, Power Point & Outlook) and tools

Languages: Spanish (fair)- French(fair) -Arabic(very good)- English(very good) -Turkish(fair) -German (dsd1) .