



Rama Saleh

MARKETING STUDENT

📍 Beirut, Lebanon

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PROFILE

I am a junior at LAU studying marketing. I'm looking for ways to broaden my marketing & communication expertise, both practically & theoretically. Via these opportunities, I hope to apply my acquired skills, knowledge, & creativity gained through the creation of marketing campaigns & the accumulation of diverse skills gained outside of my educational speciality to accomplish goals and tasks.

SKILLS

Project Management



Problem Solving



Creativity



Leadership



EXPERIENCE

WORK EXPERIENCE

Saleh Jewellery

Jan 2021- June 2021

- Content creator
- Customer Service Representative
- Social Media Management

PROJECTS

iSTYLE Apple Premium Reseller

Aug 2021 -Dec 2021

My team and I developed an effective marketing campaign for iSTYLE and advanced to the finals, where we were awarded a certificate for our efforts.

Mint Basil Market

Feb 2022 -May 2022

Conducted a situation analysis, a SWOT analysis, and a competitor analysis. Formed our own primary research & based on its results, selected our target audience. Created a Creative Campaign Strategy, Media, & Digital Strategy.

EDUCATION HISTORY

BS in Business Administration with a Marketing emphasis

Aug 2020 -Present

Lebanese American University

- Second Year Marketing student, with an overall GPA of 3.60/4.00

- Marketing courses taken: Introduction to Marketing, E-Marketing, Consumer Behavior, Neuro Marketing.

Minor in

Advertising & Public Relations

Aug 2021 -Present

Lebanese American University

Courses Taken: Principles of Advertising

LANGUAGES

English ●●●●●●●●

Arabic ●●●●●●●●

Please see the attachments for the certificates I received.



Training Completion Certificate

Rama Nawfal Saleh

Training completion certificate for the **Maharat min Google**
Fundamentals of Digital Marketing course in partnership
with the Lebanese American University

Date

October 2020

Learn more

g.co/Maharat



Inbound Marketing Certified

rama saleh

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Certified: Dec 5 2021 - Valid until: Jan 4 2024

Certification code: f21b9c44d59e4822a82e12104b637f58

HubSpot Academy

Yamini
CEO Yamini Rangan

CERTIFICATE OF APPRECIATION

PROUDLY PRESENTED TO

Rama Saleh

In appreciation and recognition to the good work that has successfully
been presented to iSTYLE (Apple Premium Reseller) as part of the
collaboration with the Lebanese American University.

iSTYLE



16/12/21
DATE

[Signature]
SIGNATURE

CERTIFICATE OF PARTICIPATION

This Certifies that

Rama Saleh

*Has successfully attended the Intersectional Feminist Club's debate event on
April 10, 2021*

INTERSECTIONAL FEMINIST CLUB

Ala' Zahabi

IFC PRESIDENT

Hussein Fawar

IFC VICE PRESIDENT

Lina Kaddad Kreidie, PhD

IFC ADVISOR



Certificate of Completion

The Mohammed Bin Rashid University of Medicine and Health Sciences
hereby certifies that

Rama Saleh

has successfully completed the following course

Let's Break the Chain of COVID-19 Infection

As part of the MBRU Community Immunity Ambassador Program



Issued on 2021-01-28

Certificate ID: vph0mbx

