



# Nour El Dorra

Marketing Executive

## CONTACT ME

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## EDUCATION

**Accounting**  
**Lebanese University**

2018-2020

**Marketing**  
**American University of  
Science and technology**

2021-2023

**High school Diploma**  
**National Evangelical School  
for Girls and boys**

2016-2018

## SKILLS

Communication

Writing skills

Creativity

Planning skills

Teamwork

Social media

## WORK EXPERIENCE

Marketing Executive  
Swissulifemedia | Dubai

Present

### Responsibilities:

#### Social Media Strategies:

- Developing social media strategies and campaigns
- Managing social media campaigns
- Compiling, distributing, and presenting ideas and information
- Monitoring the performance of marketing campaigns.
- Determine what content will reach customers
- Contributing ideas to marketing campaigns

#### Content strategy and Creation:

- Develop projects to create content
- Determine what content will reach customers
- Research advertising trends
- Writing and proofreading creative copy

#### Advertising strategies:

- Decide on the posts for advertising
- Decide on the appropriate placement of ads
- Implement email marketing campaigns
- Conducting research and analyzing data to identify and define audiences
- Coordinating promotional activities, events, and interviews

#### Business Accounts:

- Sharqigentssalon
- Seventyfs1
- Swissulifemedia
- Swissulife



## **University Projects**

Present

### **American University Of Science And technology**

- Worked on market analysis research to gather data on consumer demographics, preferences, needs, and buying behaviors in numerous fields.
- Worked on a market survey including the primary KPIs unaided brand awareness, aided brand awareness, brand image, and celebrity analysis. Surveys on customer satisfaction include primary KPIs' net promoter score (NPS), customer satisfaction score (CSAT), and customer effort score (CES). Market research results on product innovation using primary KPIs usage intention, purchase intention, and willingness to pay (WPS).
- Marketing Pitch Project: Chose Plein Soleil and had to implement new marketing strategies and create a comprehensive campaign.
- Worked on marketing plan project for Hermès including market
- segmentation, targeting, brand positioning, competitive positioning map, and the four Ps. Then synthesized data into compelled market research reports using Microsoft word and presented a PowerPoint.
- Analyzed data to estimate market size and growth to generate a big picture of consumer behavior and economic climate to generate projections for likely trends.

## **CONFERENCES AND SUMMER SCHOOL**

### **Model Arab League Youth Leadership Development Program**

- Argued the positions and foreign policy objectives of the Arab countries, had the opportunity to develop and sharpen skills in debate, consensus-building, critical thinking and public speaking.

### **Model United Nations**

- As a debater, gained soft skills such as time management, leadership, flexibility, and adaptability complemented by a range of hard skills such as research.

### **Social Relief and Welfare Association (Al Moasat)**

- Volunteer and a Group leader responsible for kids

## **REFERENCES**

Available Upon Request