

Joumana Saad

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EDUCATION

Lebanese American University - Beirut, Lebanon

Fall 2019 – Spring 2023

BS in Business - Emphasis in Marketing

Have a major GPA of 4.00 and cumulative GPA of 3.98

WORK EXPERIENCE

L'Oréal Liban – Beirut, Lebanon

Jun. 2023 – Feb. 2024

Marketing Intern for L'Oréal Paris Skincare, Haircare, and Makeup

- Worked closely with the online brand specialist to create monthly bundles, influencer advocacy, and content.
- Organized a selection of compelling inspiration videos, presenting them to influencers for collaborative content creation.
- Handled office assistant duties and communicated directly with the Brand Manager to create campaigns, activation, and media plans.
- Implemented A+ content to enhance engagement and conversion rate, to optimize the e-commerce marketing calendar, to obtain online visibility, and to monitor any out-of-stock issues on the players website.
- Worked directly with graphic designers to create online visuals including social media and websites.
- Assisted social media specialist with the creation of organic content for social media.
- Communicated directly with suppliers to create gifts with purchases and PR kits.

Holmed Group – Beirut, Lebanon

Jan. 2023 – Feb. 2023

Marketing Intern

- Assigned marketing tasks such as content creation and digital marketing.

Grace Investment – Beirut, Lebanon

Jul. 2022 – Aug 2022

Marketing Intern

- Assigned marketing tasks such as marketing research, competitive analysis, audience analysis, campaign ideation, and roll-out, channel identification, content creation, social media moderation, and community management.

Lebanese American University – Beirut, Lebanon

Jan. 2020 – Mar. 2020

Fundraiser

- Contacted alumni students inside and outside Lebanon to collect funds for the financial aid students.

ACCOMPLISHMENT

L'ORÉAL BRANDSTORM NATIONAL WINNER OF 2023

Winning over all universities in Lebanon and representing Lebanon in the International semi-finals by creating a new product to crack the new codes of beauty in the Metaverse.

CERTIFICATES

- | | |
|--------------------------------------------------------|-----------------------------|
| • Certificate Of Participating in LAU Case Competition | May 2022 – June 2022 |
| • Inbound Marketing Certificate | May 2022 |
| • LAU Case Competition Academy Certificate | March 2022 |
| • Social Media Certificate | December 2021 |

SKILLS

Languages: Fluent in English and Arabic.

Personal & Computer Skills: Teamwork, Communication skills, Problem solving, Microsoft Office, Adobe Design (Ai, Xd, Id), Drawing.