

SAMIA CHATILA

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Beirut Lebanon

ABOUT ME

Business marketing graduate

Placed several times on LAU's distinction List (Spring 2018, Fall 2019, Spring 2019, Spring 2021) & on the High Distinction list (Fall 2020)

Graduated on the Honor list of LAU

Cumulative GPA: 3.21/4.0

EDUCATION

LYCEE VERDUN – BEIRUT 2003-2018

French Baccalaureate, Economics and Sociology section

LEBANESE AMERICAN UNIVERSITY 2018-2021

Bachelor of Science in Business with an emphasis in Marketing

LEADERSHIP ACTIVITIES

- Member of banking and finance club

Attended regularly club meetings and seminars 2018-2019

BEIRUT LAU

- Creating and designing social media posts 2019-2020

Created a marketing strategy

Worked on enhancing their social media platforms

BEIRUT M&R

- Raised a PR campaign about women's period taboo 2020

Put the light on a social taboo

Implemented the campaign online and offline

BEIRUT LAU

- Created some ads and ideas for Zomato application in a course project
2020

Developed a whole marketing strategy for Zomato during the pandemic phase, before, during and after corona virus

BEIRUT LAU

- Event planning and management 2020-2021

Planned and managed World Cup 2022 marketing strategy and organization

BEIRUT LAU

- Worked on creating an integrated marketing communication for Jelly Beans Factory

2021

Created some marketing activities to reach the targeted segment and enhance the purchase power

BEIRUT LAU

- Developed a marketing strategy for Nescafe 2021

Grew some marketing activities for Nescafe to attract more customers

BEIRUT LAU

- Started a small online business and managed its social media platform and tactic

2021

La Petite Chambre by MS

EXPERIENCE

- Social Media Internship- Mindshare MENA

Creating social media calendars in both English and Arabic

Moderation of social media accounts

Analyzing data and finalizing paid and organic reports

- Social Media Manager – Fido Communication

Developing social media strategy

Created social media content for various social media platforms in the GCC market in both Arabic and English

Scheduling monthly posts

Analyzing data and authoring monthly reports

- Community Manager- Make Your Mark

Posting and scheduling posts

Interacting and replying to consumers in the MENA region

Created monthly social media reports.

CERTIFICATION

- Social Media certificate – HubSpot Academy
- Inbound Marketing certificate- HubSpot Academy

SKILLS

Microsoft Word, Excel, PowerPoint

Social media

Advertising

Communication
Time Management
Working under pressure

LANGUAGES

English – Fluent
French – Fluent
Arabic – Fluent