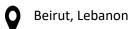


CONTACTS

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MALAK.ABOUALEIWE@LAU.EDU



https://www.linkedin.com/in/ma laak-abou-aleiwe-1

SKILLS

CREATIVE thinking

Social Media Management

Copywriting

Time Management

Adaptability

Teamwork

Communication Skills

LANGUAGES



ACCOMPLISHMENTS AND CERTIFICATES

- -Participation Award at the GCMUN
- 3 Basketball Camps at Hoops, Lebanon
- -Inbound Marketing Certification
- -AI workshops for kids
- -25 HOURS of volunteering at Dafa

MALAK ABOU ALEIWE

Lebanese American University **Graduate** - Bachelor's in Science in **Business Marketing** (2018-2022)

EXPERIENCE



+ YEARS OF EXPERIENCE

MARKETING INTERN, Rotana Hotel Management, Lebanon

Internship- 03/2022-06/2022

-Prepare detailed **promotional presentations** and set up effective **marketing action plans** -Help **gather**, **analyze** and **present** brands, **competitor insights**, **trends**, and **media analytics**.

-Create creative content of written and verbal media and promote it

-Writing commercial reports, articles, guest letters and emails about multiple topics

-Work on effective ${\bf collaboration\ plans}$ and ${\bf PR\&\ Blogger\ Communications}$ and ${\bf Photo\ Shoots}$

-Search for specific **meta tags** to **increase traffic and conversion** on the website.

CUSTOMER HAPPINESS EXECUTIVE, Darza, Lebanon

Full-Time Job - 05/2021-03/2022

-Collected, organized and interpreted gained information to help in making content decisions and gain perspectives according to the client's dynamic preferences.

-Identified and assessed customers' needs to achieve satisfaction while building sustainable relationships and trust with them. -Handled client's concerns, offer appropriate solutions and alternatives within time constraints, and follow up to assure satisfaction.

-Monitored and maintained the inventory levels while organizing the warehouse simultaneously.
 -Took the extra step to engage clients by using cross-selling and up selling possibilities to provide them with a great online experience and fashion tips.

KIDS SUPERVISOR AND ANIMATOR, Funscape,

Full-Time Job- 03/2019-08/2020

-Worked **creatively** to **create** a pleasant atmosphere for **kids**.

-Promoted the various entertainment activities.

- Expanded my knowledge of **child development** and age-appropriate **activities**.

- Assisted children with special needs and procured them a **secure** area.

HUMAN RESOURCES INTERN, Divvy, Lebanon

Internship- 06/2018-09/2018

-Prepared new employee files.

-Processed payroll, which includes ensuring vacation and sick time are tracked in the system.

-Maintained HR files and databases system.

-Assisted in recruitment interviews.

OFFICE ASSOCIATE, Adways Group, Lebanon

HOSTESS, Kitchen Yard, Lebanon

Internship-06/2016-11-2016

-Executed **Data Entry**.
-Handled **incoming calls** and **emails**.
-Conserved **supply inventory**

-Created, maintained, and entered information in databases

Internship- 06/2017- 12/2017

-Responded to guest inquiries and requests in a timely, friendly, and efficient manner.
-Asked about customers' feedback and come

up with **solutions** accordingly