

# 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 **collaboration plans** and **PR& Blogger Communications** and **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

Internship-06/2016- 11-2016

- Executed **Data Entry**.
- Handled **incoming calls** and **emails**.
- Conserved **supply inventory**
- Created, maintained**, and **entered** information in **databases**

HOSTESS, Kitchen Yard, Lebanon

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

## CONTACTS

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## SKILLS

**CREATIVE** thinking  
Social Media Management  
Copywriting  
Time Management  
Adaptability  
Teamwork  
Communication Skills

## LANGUAGES

ARABIC	NATIVE
ENGLISH	FLUENT
FRENCH	FLUENT
RUSSIAN	B1

## 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