

**ELISSA LAKIS**

Beirut, Lebanon

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**EDUCATION**

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**Lebanese American University**

BSc in Business Administration – GPA: 3.6/4.0

Emphasis: International Business/Management

Minor in Data Analytics

**August 2018-May 2022****Marjeyoun National College**

Lebanese Baccalaureate in life science, passed with distinction

**October 2004-June 2018**

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**EXPERIENCE**

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*JSK Real Estate, Administrative Trainee***May 2022-Present**

- Uploading on portals and assisting with the day-to-day company operations

*Raouché Arjaan by Rotana, HR Trainee***April 2022-May 2022**

- Preparing joiners and leavers files, checking attendance, creating requisition forms and calculating requested base salaries

*STRAPLESSS, Founder***April 2021-Present**

- Defining the business model covering products, customers, channels and marketing strategy and developed business case with 5-year forecasts
- Securing initial funding of \$50,000 USD by pitching the idea to family and friends
- Defining the brand identity, designing packaging and websites / social media pages, and leading all communications achieving a sum of 5000 followers on digital platforms
- Designing 2 collections including 20 unique items, leading the relation with suppliers to produce 1500 pieces, managing packaging and deliveries achieving sales of \$35,000 USD since inception

*GC LAU MUN, Public information officer***November 2018-Present**

- Creating content including video shots and classroom shots for the official website and Instagram page of GC LAU MUN, achieving impressions from secretariat and upper management and named MVP several times

*Tutoring***March 2021-December 2021**

- Delivered private tutoring in microeconomics to three college students and succeeded in improving overall performance
  - Delivered tutoring in biology to high school students through MMKN school support program
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**EXTRACURRICULAR ACTIVITIES**

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- Creating videos and edits for personal YouTube, Instagram and Tiktok profiles
  - Solved a case related to the Lebanese railway while leading a team of four in the 4<sup>th</sup> LAU Case Competition
  - Created a product that supports sustainability with both low-fidelity and high-fidelity designs in the L'Oréal Brand Storm Competition
  - Selected among twenty-five members to travel to New York as a coordinator for the Global Classroom International Model United Nations (GCI MUN). Event was held virtually due to COVID; recorded, edited and produced content that was later published on the official social media platforms of the event
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**June 2019-Present****March 2021-May 2021****February 2021-May 2021****March 2020-March 2020**

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**SKILLS**

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- IT Literacy: Microsoft office (word, excel, PowerPoint), Adobe (premiere, illustrator, InDesign, Photoshop)
  - Interests: Data mining, Content Creation, Sketching
  - Languages: Arabic (native); English (fluent); French and Spanish (basic)
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