

# Maria Rahmeh

Lebanon | +961 71 512 607 | maria.rahmeh@outlook.com | [www.linkedin.com/in/maria-rahmeh](https://www.linkedin.com/in/maria-rahmeh)

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## OBJECTIVE

RESULT FOCUSED AND SELF-DRIVEN MARKETING STUDENT WITH A SOLID UNDERSTANDING OF TRADITIONAL AND DIGITAL MARKETING CHANNELS EAGER TO CREATE VALUE FOR MY PROSPECTIVE EMPLOYER THROUGH MY DEDICATED AND DILIGENT EFFORTS.

## EDUCATION

**LEBANESE AMERICAN UNIVERSITY, BYBLOS, LEBANON.**

*Master of Business Administration*

*Relevant Courses: Research Methods, Innovation Management*

May 2023 (Expected)

CGPA 3.61

**LEBANESE AMERICAN UNIVERSITY, BYBLOS, LEBANON.**

*Bachelor of Sciences in Business Studies with Concentration in Marketing - With Distinction*

*Relevant Courses: Emotional Intelligence in Marketing, Marketing Research, Marketing Strategy, Brand Management*

2018-2021

CGPA 3.60

**ATHENEE DE BEYROUTH, LEBANON**

*Lebanese Baccalaureate: Life Sciences*

June 2018

## EXPERIENCE

**LEBANESE AMERICAN UNIVERSITY, BYBLOS, LEBANON.**

*Graduate Assistant, Department of Accounting*

- Assist two University professors with their research, academic and administrative tasks.

Sept. 2021-Present

## UNIVERSITY PROJECTS

**SANITA HANDY**

*Brand Marketing Project*

January/2021 - May/2021

- Researched and analyzed consumer attitudes and purchases behavior towards the brand's line of food wrapping products
- Developed and recommended a marketing strategy to increase awareness and improve the brand market positioning
- Developed advertisement content for both traditional and non-traditional media platforms

**HEAD AND SHOULDERS SHAMPOO**

*Marketing Research Project*

August/2020 - December/2020

- Researched information about a specific market and its needs related to the brand
- Conducted in-depth interviews with potential customers to get their feedback about the viability of the product
- Suggested a new packaging for a product to suit the market's needs
- Assessed the adoption of the new product in the relevant market

## SKILLS AND INTERESTS

- Fluent in English, French and Arabic
- Proficient in Microsoft Office and Google Drive
- Skills: Time management, adaptability, teamwork, communication, problem solving, innovative, work under pressure.
- Interests: research, digital marketing, branding, advertising.
- Certifications:
  - Fundamentals of digital marketing (Google).
  - Social and Behavioral Responsible Conduct of Research (CITI program)
  - Digital Skills: Digital Marketing (Accenture).
  - Create a Social Media Marketing Campaign (University of Leeds).