

LYNN ABOU CHEDID

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PROFILE

Fresh marketing graduate with high distinction. I strive to maximize my learning opportunities and work experience by exposing myself to new environments and challenges. I enjoy meeting new people and expanding my connections.

EDUCATION

- AUG '20 – MAY '23 BS in Marketing, *Lebanese American University, Byblos - LAU***
Placed on the distinguished list: Fall 2020 – Spring 2023
Courses: Consumer Behavior, Information Technology Management, Quantitative Business Analytics, Operations & Product Management, Marketing Strategy, Strategic Planning
Teams: Ultimate Frisbee Team
- JAN '22 – MAY '22 Exchange semester in Marketing, *The American Business School of Paris, Paris - ABS***
Courses: Luxury Cross-Channel Marketing, Brand Innovation and Management, Marketing Research, E- Commerce and E-Business
- OCT '05 – MAY '20 French and Lebanese Baccalaureate, *Antonine International School, Ajaltoun - AIS***
Specialty: Life Sciences

EXPERIENCE

- AUG '23 – Present Forwarding and Logistics Assistant, *AC Express***
Customer follow up and support for import/export documents. Managing customs & port software.
- JUN '23 – JUL '23 Client Servicing and Marketing Intern, *M&C Saatchi MENA***
Wrote creative briefs, conducted internal and external research, developed marketing strategies, supported during client meetings, campaigns management, and pitches' presentation.
- DEC '22 – APR '23 Freelance Event Photographer, *Planit***
Shot content for social media coverage of entertainment events happening around Lebanon. Taking shots in portrait mode for stories, and in landscape mode for posts.
- SEP '21 – SEP '23 Social Media Manager, *LAU Sailors' Ultimate Frisbee Team***
Creating content such as reels, stories, posts for the LAU Ultimate Frisbee page on Instagram.
- JUL '22 – AUG '22 Marketing and Influencer Intern, *Loolia Closet Lebanon & Jordan***
Created Instagram captions, assisted in influencer shootings, supported in writing the weekly schedule and weekly report meetings, wrote product descriptions for new items on the websites.

VOLUNTEERING & EXTRA CURRICULAR ACTIVITIES

- OCT '10 - Present Scout de l'Indépendance, *Groupe Saint Jean Ajaltoun***
As a girl scout leader, I actively teach, engage and support young girls (between the age of 11 and 17 years old) in their personal development while teaching them the five scout values: integrity, respect, care, belief and teamwork; so that they can contribute in a positive change in society.

LANGUAGES & TECHNICAL PROFECIENCIES

Languages: Fluent in French, English and Arabic.

Technical Proficiencies: PowerPoint, Word, Excel, WordPress.