

TALA DAOUK

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EDUCATION

Lebanese American University (LAU), Beirut, Lebanon

Aug. 2019 – May 2022

Bachelor of Sciences in Business Studies - Emphasis in Marketing

CGPA 3.7/4

Grade: Dean's Honor List and in the Honor's Program.

INTERNSHIPS

LAU – Academy of Continuing Education, Beirut, Lebanon (Apr. 2022– Present)

Position: Social Media Content Creator Intern.

- Developed an online marketing strategy for the ACE social media pages (Facebook and Instagram).
- Conceptualized and developed engaging content ideas for the marketing team to generate traffic and leads.
- Developed a content calendar for the months of May and June 2022.

VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

L'Oreal, The Brandstorm 2022 Competition, Beirut, Lebanon (Feb – Apr. 2022)

Position: Student participant.

Participated in the worldwide competition and chose the Inclusion track and pitched an idea with my teammates for the L'Oreal team by highlighting the importance of a universal product design to facilitate the use of makeup products by everyone.

Makhzoumi Foundation, Beirut, Lebanon (Aug. – Dec. 2021)

Position: Social Media Content Creator.

Was in charge of taking pictures during different events held at the NGO which were to be included in the marketing campaigns across different social media platforms (mainly Facebook and Instagram).

Position: Student Volunteer.

Partook in different activities that involved cleaning the streets of Beirut, sorting wastes and giving back to the less fortunate.

The Beirut Marathon in partnership with BraveHeart, Beirut, Lebanon (Nov. 2016 - Nov. 2018)

Position: Team Supervisor.

Supervised the team at the Braveheart stand in Downtown Beirut to ensure an easy and equal distribution of snacks to the participants of the marathon.

CERTIFICATIONS

- Certificate of Achievement- Digital Skills: User Experience by Accenture – Jan. 2022
- Certificate of Completion - CITI Program: IRB Exempt Research – Sept. 2021
- Certificate of Achievement – Inbound Marketing, HubSpot Academy – Dec. 2020
- Certificate of Appreciation – Marketing Case Competition at LAU – Dec. 2020

SKILLS

COMPUTER: Microsoft Office (Word, Power Point, Excel), Canva, Digital Design, HubSpot Academy, Adobe Express.

LANGUAGES: Arabic (Native), English (Fluent), French (Fluent) and Italian (Beginner).

TIME MANAGEMENT SKILLS, COMMUNICATION SKILLS