

MALIKA FAOUR

Digital Marketer, Social Media Analyst

CONTACT DETAILS

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- Hadath, Beirut, Lebanon

SKILLS

- Computer Literacy:**

Proficient in using MS Office (Excel, word, PowerPoint).and Canva Design.

- Technical Skills:**

Familiar with Ecomz, Ecwid, ans Shopify.

Intermediate knowledge in SEO, keyword planner, search campaign, google ads..

- Language:**

Fluent in Arabic and English (written and spoken).

- Soft skills:**

Public speaking, communication, teamwork, leadership, time management

WORKSHOPS AND CERTIFICATIONS

- By USAID at AUB:**

Time Management – Problem Solving – Multimedia - Human Rights – Entrepreneurship Skills

PROFILE

Hard working and motivated marketer looking for a job in digital marketing, sales, or marketing analysis to gain experience in the field.

EDUCATION

American University of Beirut 2019-2022

Bachelor degree in Business Administration

Concentration in Digital Marketing

- Relevant coursework: Principles of marketing, Consumer behavior, Digital marketing strategy, customer experience design, luxury marketing, creating video content.

WORK EXPERIENCE

Kalsé | Marketing Intern Summer 2022

- Worked as a market analyst:** Analyzed the market based on demand, buying habits, wants and needs, competition, sales prices Provided marketing tactics, monitored sales, promotions, opportunities and a marketing strategy.
- Worked as a Social media analyst:** Analyzed user engagement (likes, comments, shares, followers..), identified habits Provided advices for social media content Familiar with shopify, ecomz and ecwid.
- Created a website on ecwid for Klase**
- Created my own website** on shopify using my knowledge in SEO, keyword planner, search campaign, google ads..

EXTRACURRICULAR ACTIVITIES

- UNICIF Club at AUB** 2019
Delivered psychological and educational activities for young Syrian refugees.
- MMKN** 2019-2020
Helped weak students from public schools
- CCECS** 2020
Helped people After Beirut in reconstructing and cleaning the damage and we delivered psychological help as much as possible.
- Action4Lebanon** 2019
Supported local businesses and the NGO workshops