

Kim Aouad

MARKETING | RESEARCH |
WRITING



Jal el Dib, Mount
Lebanon, Lebanon



kimaouad1@gmail.com



+961 81 347 580



<https://www.linkedin.com/in/kimrogeraouad>

PROFILE

I like to think of myself as an ambitious, creative, and responsible person who has worked and excelled in several fields from NGO work to marketing. I work best in environments that allow personal growth, which is what I'm striving for.

SKILLS

- Collaborative
- Communicative
- Highly adaptable
- Resourceful
- Education
- Research
- Academic writing
- Journalistic writing
- Public speaking

LANGUAGES

- Arabic | Native
- English | Advanced
- French | Advanced
- Spanish | Elementary

WORK EXPERIENCE

INBOUND MARKETING MANAGER LetsMarket.it and VerveVideos.com

Feb 2022 - Nov 2022

- Creating inbound marketing strategies for clients
- Drafting proposals and leading follow-up meetings
- Managing the team: dividing tasks, giving comments on their work, and assisting on said tasks
- Meeting with prospects and clients to discuss action plans
- Writing English content (blog, webpages, social media) for our brands and clients after conducting SEO research (SEMRush)
- Managing social media accounts for our brands' and our clients' (Instagram, Facebook, LinkedIn)

CONTENT WRITER SoundClub Magazine

Dec 2021 - Feb 2022

- Nightlife city guide for different cities worldwide, such as Miami, Las Vegas, Toronto, Singapore, and others
- Researching and writing about different nightlife venues, restaurants, and experiences

ASSISTANT RESEARCHER With Dr. Gulnar Wakim (consultant)

Oct 2020 - Dec 2021

- Writing literature reviews and reports
- Drafting proposals
- Preparing questions for surveys, KIIs, and FGDs, inputting them on survey platforms (Survey Monkey, KoBo Toolbox), and conducting them
- Taking notes during KIIs and FGDs
- Proofreading final drafts

ENGLISH DEPARTMENT COORDINATOR AND TUTOR

2018 - May 2020

Excellence and Beyond

- Preparing lesson plans
- Managing schedules and coordinating activities
- Preparing individual students and groups for the SAT, TOEFL, and IELTS exams

SECRETARY OSC Clinic

Jun 2018 - Sept 2020

- Scheduling appointments
- Following up with patients
- Managing the clinic's Instagram page

TELESALES REPRESENTATIVE Khalil Fattal et Fils

Aug - Dec 2017

- Making phone calls to French citizens using a specialized program to sell the French FreeBox in collaboration with Free phone company and service provider

VOLUNTEERING

ENTRAIDE SCOLAIRE AMICAL

Paris, Feb - Jun 2017

- Helping 3 elementary-school students with their agendas in English and French (homework-based tutoring)

BETA

Beirut, Aug 2015/Jun 2016

- Taking care of rescue animals

SAINT VINCENT DE PAUL

Beirut, Jun-Jul 2014 / Apr-May 2015 / Aug 2016

- Preparing and distributing food and clothes
- Organizing activities for children

EDUCATION HISTORY

BA in English Literature

2018 - 2021

Lebanese University

BA in English Literature

2017

Université de la Sorbonne Nouvelle

1 year out of 3

BAC in Sociology and Economics

2002 - 2016

Jesus and Mary School

Final Grade: 14/20

ADDITIONAL COURSES

Completed:

- Introduction to Psychology (coursera.org)
- Writing (hubspot.com)
- Inbound Marketing (hubspot.com)

In progress:

- 120-Hour TEFL Certification (tefl.org)