

Asseel To'meh
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Education

Lebanese American University, Beirut, Lebanon
BS in Business Studies, Marketing

Sept. 2020- Expected May 2023
CGPA 3.84/4.0 (Distinction List)

Work Experience

- Loyabi Marketing Specialist** – Beirut, Lebanon May 2022 – Present
- Developed the brand key and visual identity
 - Managed content for Instagram, Facebook, in terms of ideation, content writing and visuals
 - Set paid media strategies and performance marketing reports
 - Optimized the website in terms of SEO and SEM, through keyword bidding and blog-writing
- iStyle Marketing & Sales Intern** – Beirut, Lebanon Aug 2022
- Organized an opening event and contacted influencers
 - Developed an experience in B2B and B2C sales
- iMultiChannel Copywriting Intern** – Beirut, Lebanon July-Aug.2021
- Managed a Shopify store and Amazon Seller Central
 - Created content for e-commerce platforms: content writing, optimized product listings and visual content creation.
 - Learned about Amazon's Ad System
- Reach Academy Marketing Intern** – Toronto, Canada Nov.-Dec.2020
- Developed a marketing strategy for an e-commerce fashion website
 - Established a marketing plan, action plan & worked on the customer's journey
 - Initiated a post-launching campaign, including a media plan and campaign calendar

Awards & Certifications

Unleash Your Creativity Contest 3rd place winner in the Sacotel Znshine campaign competition by Fernand Hosri Group
iStyle Consumer Behavior Competition: 1st place in the consumer behavior competition with iStyle
Digital Marketing Associate Certification – Meta Certifications
Fundamentals of Digital Marketing - Google Digital Garage
Google Analytics for Beginners – Google Analytics Academy
Advanced Google Analytics - Google Analytics Academy
Google Analytics Individual Qualification – Google

Volunteer Experience & Extra-Curricular Activities

LAU Case Competition Participant	2022
L'Oreal Brandstorm: Participant	2022
TedxLAU Club - LAU's Social Work Club: Social Media Team Member	2021
Event Organizer	2016-2020
School's Public Speaking Club: Committee Member	2017-2018

Additional Information

Personal Skills: Problem Solving, Organization, Excellent Communication Skills, Negotiation, Team Management
Computer Skills: Microsoft Office, Basic Photoshop, Basic Illustrator, Canva, Video Editing, Google Analytics
Languages: Fluent in English and Arabic
Interests: Learning about New Technologies, Community Service, Psychology