

Petra Haidar

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Experienced digital marketing student, and a young leader in the world social media. A motivated learner, and creative hard worker grabbing opportunities coming my way.

EDUCATION

American University of Beirut (AUB), Beirut, Lebanon Sep 2020
Bachelor degree in Business administration – double concentration in Marketing and Business Information & Decision Systems
GPA: 3.73/4 – Dean's honors list for fall 2020-2021 (3.8 GPA) and spring 2021-2022 (3.92 GPA)
Expected graduation date: Spring 2023

Antonine Sisters School, Zahle, Lebanon Jan 2020
Baccalaureate in Life Science (LS)

EXPERIENCE

Born Interactive, Beirut, Lebanon May 2022-July 2022
Digital Planning and Social media Intern

- Prepared social media calendars for several accounts.
- Benchmark and research
- Brainstormed on campaigns ideas.
- Executed strategies for several accounts.

Tanmia Agricultural Development Company, Beirut, Lebanon June 2020-July 2020
Digital Marketing Intern

- Assisted the marketing team in advertising efforts and food photoshoots.
- Joined the team in market tours at point of sales.
- Analyzed the social media platforms of the company and its competitors (market research project).
- Applied new marketing strategies for the development of new products.
- Assisted the team in launching new products, branding, and website.
- Participated in meetings with the operation management team.

EXTRACURRICULAR ACTIVITIES

American University of Beirut, Beirut, Lebanon Sep 2021-Present
Member of the Business Student Society (BSS)

- Helps the marketing team in monitoring social media campaigns.
- Creates flyers and posters for their social media page.

Lebanese Scouts, Beqaa, Lebanon July 2017- Present
Scouts Leader

- Organize camps, trips, and activities for children.
- Participate in social events and weekly meetings.
- Work on awareness campaigns

Fernard Hosri Group
Unleash your creativity participation award May 2022

- Developed a marketing campaign for a solar panel company as part of a university competition.
- Assisted in 5 training sessions on various marketing topics.
- Placed in the top 10 among participating universities.

PERSONAL PROJECTS

Trinketsbyph – Small startup business on Instagram managed by me Jan 2021-Present
- Works on all the marketing and posts on social media page

OTHER SKILLS AND INTERESTS

Languages: Fluent in Arabic (Native), French(B2), and English (Full Professional Proficiency)

Computer skills: MS Office- Social Media Analytics- Lucid Chart- Microsoft Visio- Photoshop- ERP SAP-Canva

Soft skills: Teamwork- Creativity- Communication- Confident- Adaptably- Analytical skills- Collaboration

Interests: Fashion -Styling-Volunteering- Photography-Technology- Analytics