

Douaa Shamly

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Education

Bachelor of Science in Business-Information Technology Management Emphasis
Lebanese American University, LB

Aug 2021-June 2024
CGPA: 3.61/4.0

Experience

Commission-Based Salesperson, *Loris Perfume, Dermokil*

September 2024 - Present

- Converting leads to sales by understanding customer needs and maximizing revenue through upselling strategies.
- Managing and growing an Instagram page as a commission-based salesperson, leveraging Instagram Ads and Whatsapp to strategically promote posts and drive sales.

TikTok Content Creator, *Douaacreates*

August 2024 - Present

- Managing and producing engaging social media content, enhancing brand visibility and audience interaction on TikTok reaching over 6,000 views.
- Identifying emerging social media trends on TikTok and developing creative ideas to increase audience engagement and boost content visibility.

Community Manager Intern, *Chain of Education*

October 2023 - April 2024

- Conducted interviews and evaluated profiles of internship and volunteer candidates, identifying the best-fit talent for various roles.
- Managed and created social media content, boosting followers by 54% within five months, from 650 to 1,000.
- Lead the creative team in creating a brand identity using color schemes and a specific theme representing the organization.

Customer Service Representative Intern, *AMIDEAST*

March 2023 - August 2023

- Worked cross-functionally with departments to develop and deliver effective program initiatives.
- Streamlined client-related administrative tasks such as client logs, scheduling, and new intern onboarding.

Member, *Fayha National Choir*

January 2024 - Present

- Collaborating with a team of singers to perform at national events and concerts, enhancing audience engagement and event atmosphere.
- Strengthening communication and teamwork through regular rehearsals, contributing to seamless, high-quality performances.

Skills

Languages: English, Arabic

Technical Skills: Data Analytics, Artificial Intelligence Concepts (Emotion AI Basics, AI and Creativity, etc...), Database Structure and Design, ERP Basics, Content Creation, SEO, trend analysis, social media management, photo editing, video editing, product photography.

Computer Skills: Microsoft Office (Word, Excel, Access), Canva, CapCut, Google Docs and Sheets, Power BI, Tableau, Alteryx, Chatgpt, Tiktok, Instagram, SQL Basics, Trello.

Projects

Burger King-ABC Database Design

Aug 2023 - Dec 2024

- Created and refined business rules, an ER diagram, and implemented the design using SQL to streamline data management.

ERP Sustainable Fashion Project

Nov 2023 - Dec 2024

- Led branding efforts by designing the project logo, aligning social presence, and integrating ERP insights for enhanced market reach.
- Contributed to sales and marketing strategies that highlighted our mission of sustainable fashion, ensuring cohesive branding.

Awards and Certifications

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| • Certificate of completion of the 2-day cybersecurity workshop | 2023 |
| • Coordinated and Completed a Community Service Project on Road Safety | 2023 |
| • Google Course: Data, Data, Everywhere Completion | 2024 |
| • PwC Digital Heroes: Data Analytics Training Program Completion | 2024 |