

LEA AOUDE

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Lea aoude 
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PROFESSIONAL PROFILE

Marketing plays a Key role in the business, its aim is to ensure growth of revenue and profits by Creating Content, Identifying and Meeting the customer's needs. Having my own business from 2018 till 2021 helped me a lot to understand how a business works and how to adapt to the Countries changes. Our goal is to attract consumers by creating attractive/ interactive/ educational content on the social media platforms. The Marketing Team is the base to a successful business and constant follow up is needed to check if we're on the right track.



CORE SKILLS

- Creative
- Customer oriented
- Computer literate
- Great Relationship with worldwide beauty brands
- Social media planning
- Working with a Team remotely
- Fluent writing & reading Arabic, English and French.
- Awesome Oral/ communication skills



EDUCATION

Masters 2 in Bio-Marketing | USJ

DATES FROM 2020 – 2022

Grade: 79/100

Bachelor in Bio-Chemistry | USJ

DATES FROM 2017 – 2020

WORKSHOPS:

Branding essentials

Leadership skills

Entrepreneurship Training

Money Smart financial boot camp

Building a communication and digital marketing plan



EXPERIENCE

Marketing executive | Sohaticare Jordan

DATES FROM 2022 – PRESENT

- Creating the marketing plan for the Jordanian audience
- Creating engaging/ attractive/ educational content for our website, application and social media platforms.
- Posting and Copywriting on our social media platforms.
- Dealing with worldwide brands/ suppliers (Vichy, La Roche posay, Filorga...) that are based in Jordan

Marketing executive | Sohaticare Lebanon

DATES FROM 2021 – 2022

- Creating the marketing plan for the Lebanese audience
- Creating engaging/ attractive/ educational content for our website, application and social media platforms.
- Posting and Copywriting on our social media platforms.
- Dealing with worldwide brands/ suppliers (Vichy, La Roche posay, Filorga...) that are based in Lebanon.

Strategist & Content creator | Better'fly Digital Marketing agency

DATES FROM 2021 – 2022

- Creating engaging/ attractive/ educational Content
- Social media management for our Clients (Lebanese and international clients: Dubai, Saudi Arabia, Qatar, USA)

Business Owner | Mystery Box by L & Trends by L

DATES FROM 2018 – 2021

- Buying my inventory
- Closing deals with suppliers
- Creating a plan to launch a product that will suit the customer's needs
- Tracking orders, fixing the prices
- Dealing with customers+ taking their feedback
- Training recruiters to join the team as sales representatives
- Simply dealing with every little detail from A to Z

Social media management | 7elwayati (sweets shop), shishatii (shisha shop), Layla shop (shoes shop), Lea vlogs (YouTube Channel), thesisterslb (Tiktok)

DATES FROM 2018 – 2019

- Taking care of their social media account
- Creating content/ Posting/ Scheduling
- Tracking orders and dealing with customers.

Internship at Hospital Albert Haykel Laboratories

Date 2019: 80 hours



VOLUNTEERING

National Delegate at DSC Lebanon (February 2020- May 2020)

Community manager at DSC Lebanon (November 2019- February 2020)