

Tala Labadi

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EDUCATION

American University of Beirut	Jun’21
Bachelor of Business Administration and Minor in International Law Graduating GPA: 82	
International School of Choueifat - SABIS	Jun’17
International Program - High School Diploma	

WORK EXPERIENCE

Faux Consultancy PR Intern Dubai, UAE	Oct’22 — Feb’23
<ul style="list-style-type: none">Performed research and market analysis for clients to execute campaigns that elevate their brand imageHandled the execution and delivery of weekly and monthly reportsMonitored, scanned, and filed media coverage	
Leo Burnett Strategic Planning Intern Dubai, UAE	Mar’22 — May’22
<ul style="list-style-type: none">Performed an in-depth market research including a competitive analysis for clientsWorked closely with creatives on coming up with impactful strategic ideasWorked on preparing briefs to be presented to the upper management	
Kamaplast Marketing Executive Beirut, Lebanon	Jun’21 — Dec’ 21
<ul style="list-style-type: none">Conducted market research and analyzed trends to identify new marketing opportunitiesDeveloped and created marketing materials, such as sales and product collateralWorked with external agencies and vendors to execute marketing programs	
Agrimatco Intern Limassol, Cyprus	Jun’20 — Aug’20
<ul style="list-style-type: none">Participated in preparing daily financial reports and reconciling the figuresWorked on understanding the supply chain and established relationships with clients	

EXTRACURRICULARS

AUB Outdoors Active Member and Organizer Beirut, Lebanon	Sept’19 — Jun’21
<ul style="list-style-type: none">Participated in organizing the AUB outdoor event as part of the Marketing teamParticipated in setting a marketing plan for the event from the start of the academic year	
Business Student Society Active member Beirut Lebanon	Sept’20 — Jun’21
<ul style="list-style-type: none">Participated in organizing several events throughout the academic year	
Ajialouna Volunteer Beirut, Lebanon	Jun’18 — Jun’20
<ul style="list-style-type: none">Participated in a campaign to gather clothes and necessities for the underprivileged	
Makhzoumi Foundation Volunteer Beirut, Lebanon	Jun’18 — Jun’19
<ul style="list-style-type: none">Helped less fortunate families	

SKILLS & LANGUAGES

Soft skills	Presentation, Problem Solving, Time Management, Communication, Adaptability
Languages	Fluent in Arabic & English, Basic Proficiency in French
Technical	Microsoft Office Suite, SQL