

# Roua Barakat

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Beirut, Lebanon

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As a business student with a passion for innovation and strategic thinking, I am excited to explore new opportunities to contribute to the success of dynamic and growth-oriented organizations. My academic background in business, coupled with my practical experience in various summer jobs and extracurricular activities, has equipped me with a strong foundation in business strategy, marketing, and operations. Whether it's developing new business strategies, analyzing market trends, or managing complex projects, I am always eager to take on new challenges and make a positive impact. If you're looking for a motivated, results-driven professional with a passion for innovation and excellence, I would love to connect and explore potential opportunities

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## KEY COMPETENCIES

Content Creation  
Strategic Planning  
Client Relationships

Social Media Reporting  
Collaborative  
Flexible

Team leadership  
Communication  
Problem Solving

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## PROFESSIONAL EXPERIENCE

### Fingerprints Nursery Summercamp

June 2019 till August 2019

#### Teacher's Assistant

- Coordinated session planning, activities, and ensured the health and safety of 25 children aged from 5 to 6 years old.
- Contributed to creating joyful and safe events and campaigns for the children, which range from science experiments to art and dance!
- Improved my leadership and collaborative skills to find the right balance between the two.

### Feel Fit

June 2020 till December 2020

#### Social Media Intern

- Create engaging content to increase brand visibility with 30+ posts across platforms each week.
- Generate weekly, monthly, and quarterly reports on social media.
- Successfully took constructive criticism from the marketing manager and applied changes accordingly.
- Used Canva, InDesign, and Photoshop as creative tools to build marketing materials like advertisements, menu, and messages for the company's social media platforms.

### Barakat Travel

June 2022 till July 2022

#### Travel Consultant + Social Media Speciality

- Increased product awareness, attracted new customers, and retained existing customers.
- Oversaw social media accounts, produced weekly calendars, with upcoming content, and covered live events abroad.
- Managed customer connections by responding to inquiries and feedback.
- Directed product shoots for Instagram, Facebook, and Tik Tok content in coordination with advertising agencies.
- Reported social media insights to the leadership team and executed changes; therefore, improving engagement by 114%
- Implemented a paid acquisition strategy on Instagram through partnering with influencers leading to a 47% return on investment.
- Worked collaboratively with the marketing department to come up with new packages, such as Formula 1 and Champions League.

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## VOLUNTEER WORK

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**Dafa Campaign, FoodBlessed**

**August 2020 till October 2020**

**Volunteer**

- Volunteered to help gather food, pack donations, and cleaning up the areas affected by the Beirut Port explosion in 2020.
  - Organized and managed a donation's drive at Wellspring Learning Community for those affected by the explosion.
  - Coordinated food, clothing and household items for disadvantaged individuals and families.
  - Adhered to organization procedures and instructions to maintain safety for program participants and other workers.
  - Created and managed a workshop at Wellspring Learning Community for the suicide awareness campaign.
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## EDUCATION

**Wellspring Learning Community**

International Baccalaureate Diploma

**AmericanUniversity of Beirut (Prospective 2024)**

Undergraduate Business Information and Decision Systems Degree

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## SKILLS

**Software Skills**

Microsoft Office - Canva - Photoshop - Solver

**Languages**

Fluent in English - Fluent in Arabic - Moderate in French

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