

RITA FARAH

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Highly motivated senior marketing student with experience in creative execution and developing marketing campaigns that drive brand awareness, increase engagement, and generate revenue. Excellent communication and interpersonal skills with the ability to collaborate with cross-functional teams to achieve project objectives. Seeking a job position in Marketing.

EDUCATION

Lebanese American University (LAU) – Bachelor of Science in Business, Double Emphasis in Marketing and Accounting	2020–Present
• Graduating in Spring 2023 with high distinction, CGPA: 3.83/4.0	
Rosary Sisters School – Lebanese Baccalaureate in General Science – Byblos, Lebanon.	2017-2020

PROFESSIONAL EXPERIENCE

FitGranlb – Lebanon	2020–Present
<i>Co-Owner</i>	
• Co-founded a startup business “FitGran” making and selling energy and protein granola bars.	
• Brand manager responsible for creating the packaging and logo, maintaining the brand image, and developing marketing strategies.	
• Increased product sales by 50% within 4 months by selling the bars in over 10 locations, including B2B gyms and mini markets, and B2C customers.	
• Planned and designed daily marketing content for the business’s Instagram page (https://www.instagram.com/fitgranlb/?hl=en), as well as monthly content calendars and social media campaigns.	
• Co-managed the business cost and sales estimation, and community management to secure consistent sale growth	
KPMG - Beirut, Lebanon	August 2022
<i>Internship in Accounting</i>	
• Assisted the team in the performance of financial audits of local companies and in submitting reporting packages on the set deadlines.	
• Assisted with the auditing of several client site offices including Spinneys.	
• Developed and maintained an excellent working relationship with all the team members.	
• Performed vouching, casting and cross-casting exercises to help in the audit procedures.	
KAFA Organization Violence & Exploitation – Beirut, Lebanon	January 2022
<i>Internship in Accounting</i>	
• Supported the team in developing bank reconciliations, managing payroll, tax preparation, bid analysis and data entry.	
• Worked closely with the team to ensure accurate financial records in compliance with company regulations.	
Select Agency – Beirut, Lebanon	2018-2020
<i>Event Hostess</i>	
• Interacted with event attendees to promote products/ services engaging in friendly and informative conversations to generate interest and sales.	
• Operated mainly within the customer service aspect, acquiring great communication and problem-solving skills.	
• Collaborated with event organizers and other hostesses to ensure a seamless and successful event.	
• Received positive feedback from event attendees and clients for exceptional customer service.	

CERTIFICATES & AWARDS

INBOUND Marketing Certification	2021
• Issued by HubSpot Academy	
Educational Achievement	2022-2023
• Placed on High Distinction List at LAU	
Community Service Award	2017
• Certificate of appreciation for volunteer work by accompanying the elderly and taking care of them within scheduled meetings and recreational activities inside and outside the rest house.	

SKILLS

Language Skills
• Arabic – Native; English – fluent; French – fluent.
Key Skills
• Fast Learner, Hard Worker, Team Player, Effective communicator.
• Creative thinking including coming up with innovative marketing ideas and strategies.
Computer Skills
• Proficient in Websites and Design tools: WordPress, Canva, Photoshop.
• Proficient in Microsoft Office Tools (Word, Excel, and PowerPoint)

EXTRACURRICULAR ACTIVITIES

• Member of 180 Degrees Consulting Club LAU	2020-Present
• Member of the Rosary Sisters Congregation Choir	2012-Present
• Musical Education, Solfeggio, and Music Theory at QOLO ATIQO Music School, Byblos	2019