

# Angela Kechtban

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American

## EDUCATION

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**Lebanese American University (LAU), Beirut, Lebanon**

Sept 2020 –

Expected June 2023

Bachelor of Sciences in Business Studies - Emphasis in Marketing

## EXPERIENCE

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**Marketing Project – iSTYLE (the only official Apple retailer in Lebanon), Beirut, Lebanon**

Jan – May 2022

- Created new marketing strategies and coming up with new ideas and new campaigns.
- Developed a new segmentation and targeting strategy and expanded their social media platforms.

## VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

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**Operation Big Blue, Beirut, Lebanon**

Sep -Dec 2022

**Participated in “Girls Got It”**

Nov 2017

**Marketing Club of LAU**

**Event Organization Club**

**Event Planning Club**

## CERTIFICATIONS /AWARDS

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CITI Program - Social-Behavioral-Educational Researcher Certificate - 2022

HubSpot Academy - Inbound Marketing Certificate - 2022)

## SKILLS

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**COMPUTER:** Microsoft Office (Word, Excel, Power Point)

**LANGUAGES:** Arabic and English