

DINA MIKATI

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CAREER OBJECTIVE

As an ambitious master's student at USJ with a background in Biological Sciences from BAU (3.5 CGPA), I am pursuing a specialized focus in marketing for different sectors in different domains. Combining my strengths in communication, strategic planning, leadership, and creativity, I am eager to make a significant impact in your company as a Marketing Intern.

PROFESSIONAL EXPERIENCE

RED CROSS MARKETING PROJECT, Beirut

Marketing Project Team Member, Jan 2023 - Mar 2023

- Collaborated with a team of fellow students to develop a marketing campaign for the Red Cross.
- Created a promotional video highlighting the importance of donating to the Red Cross.
- Developed a PowerPoint presentation showcasing the campaign's objectives, strategies, and outcomes.
- Conducted market research to identify target audiences and key messaging strategies.

INNOCENT MINDS, Beirut

Teacher's Assistant, Jun 2019 - Sep 2019, Jun 2021-Sep 2021

- Assisted in developing and implementing social media strategies to increase engagement and followers.
- Created visually appealing and engaging content for social media platforms using Canva and Adobe Photoshop.
- Collaborated with the marketing team to plan and schedule content, following approved strategies.
- Monitored social media analytics to track the success of campaigns and optimize future content.
- Assisted in planning and organizing fundraising events and campaigns.

BAYADER SCHOOL, Beirut

Summer Camp Monitor, Jun 2018 - Sep 2018

- Incorporated exciting and engaging activities to reinforce student participation and hands-on learning.
- Implemented camp activities fostering physical, social and emotional growth.
- Planned multiple outdoor activities and ensured the safety of 15+ students.
- Coordinated with other monitors to conduct group activities to promote social interaction between different groups.
- Trained new staff members on conducting routine activities and events.

COMMUNITY BASED ASSOCIATIONS, Beirut

Community Service Volunteer, Sep 2016 - Jun 2017

- Coordinated with other monitors to plan and execute marketing strategies for promoting the summer camp.
- Assisted in creating marketing materials, including brochures, posters, and social media content.
- Implemented camp activities fostering physical, social, and emotional growth.
- Coordinated with other monitors to conduct group activities to promote social interaction between different groups.
- Trained new staff members on conducting routine activities and events.

EDUCATION

UNIVERSITÉ SAINT-JOSEPH DE BEYROUTH

Masters in Biomarketing , ongoing 2023-

BEIRUT ARAB UNIVERSITY, Beirut

Bachelor of Science (B.S.) Biology Candidate (Graduated in June 2022)

- GPA: 3.7

BAYADER SCHOOL, Beirut

High School Diploma in Life Sciences sector (Graduated in June 2019)

ADDITIONAL SKILLS

- Proficient in Microsoft Office, Canva, Adobe Photoshop
- Proficient Arabic and English, Elementary French, Advanced Turkish
- Excellent written and verbal communication skills
- Knowledge in customer relationship management
- Knowledge in advertising and design