

Karen Chouli

+961 81951306 | +974 33087125
kfc05@mail.aub.edu | choulikaren@gmail.com

Education

AMERICAN UNIVERSITY OF BEIRUT

Beirut, Lebanon

Bachelor of Business administration, Marketing and Finance

Relevant coursework: digital marketing, consumer experience, luxury marketing, accounting, finance.

Experience

ITS.COMMUNICATIONS

Jal El Dib, Lebanon

Marketing Intern

May 2023 – Present

- Managed client accounts, provided strategic recommendations, and conducted market research for data-driven campaigns.
- Contributed to multi-platform digital marketing campaigns, driving increased brand visibility and website traffic.
- Utilized social listening tools to monitor brand mentions and customer feedback on various platforms.
- Assisted in content curation across various platforms, including media monitoring to track brand presence.
- Contributed to the development content calendars, ensuring a well-planned and organized approach to content distribution.

ADVANCED FLUID POWER

Doha, Qatar

Marketing communications paid intern

June 2022 – August 2022

- Successfully conducted product pitches, resulting in increased market penetration and sales opportunities.
- Created marketing materials to support sales efforts and enhance brand visibility.
- Implemented strategies to proactively manage stakeholder expectations and support.

ROTARACT

Beirut, Lebanon

Project Leader

Sep 2021 – May 2022

- Implemented impactful social media content strategies and executed community initiatives.
- Assisted in the development and execution of local community initiatives.
- Collaborated closely with stakeholders, including Rotaract members, community organizers, and beneficiaries, to identify needs and develop impactful solutions.
- Organized fundraising events, community service initiatives, and awareness campaigns.

ACCESSIBILITY FOR A BOLDER LEARNING EXPERIENCE (ABLE)

Beirut, Lebanon

Social media coordinator

Sep 2021 – May 2022

- Establish connections with industry professionals and key influencers through social media channels.
- Collaborate closely with copywriters and designers to craft engaging and informative social media content.
- Collaborated with Non-Profit organizations to devise effective marketing strategies.

ACHIEVEMENTS

Top 10 finalist, Ogilvy Red Academy.

- Successfully demonstrated creativity, strategic thinking, and marketing skills during the competition.
- Collaborated with a diverse team to develop innovative marketing solutions for real-world challenges.

Skills & Interests

Technical: Microsoft Office Suite (word, excel, PowerPoint), Canva.

Language: English: Advanced

Arabic: Native

Interests: Photography, social media, reading, writing, content creation.