

**Mariam Al Halabi**  
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## EDUCATION

### **Lebanese American University | Lebanon**

**2020 – DEC 2023**

Bachelor of Business – marketing,

### **Greater Evangelical school of Beirut | Beirut | Lebanon**

**2017 - June 2020**

Lebanese Baccalaureate in Life Sciences

## WORK EXPERIENCE

### **Student employment | Lebanon**

**September 2022- Present**

*Lebanese American university of Beirut school of Business at the marketing and Hospitality and tourism department*

- **Student Support Services:** Proven ability to provide comprehensive support to students within a university setting. Demonstrated commitment to enhancing the overall student experience and academic success Strong interpersonal skills to effectively communicate and connect with diverse student populations. Assited students in there advising and registering courses.
- **Administrative Skills:** Proficiency in office management tasks, including scheduling appointments, managing calendars, and coordinating meetings. Strong organizational skills to handle multiple tasks simultaneously and prioritize responsibilities effectively. Attention to detail in preparing and proofreading documents, reports, and correspondence.
- **Microsoft Application Knowledge:** Advanced proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) for creating documents, spreadsheets, presentations, and managing emails. Ability to utilize Microsoft applications for data analysis, report generation, and creating visual presentations.

### **Freelance Social media marketing consultant:**

#### **Wild boutique Beirut Lebanon**

**Oct 2022-May2023**

- Extensive experience in social media marketing for small fashion businesses.
- In-depth knowledge of various social media platforms, including Facebook, Instagram, Twitter, and google .
- Proficient in creating engaging content tailored to the target audience and brand image.
- Ability to analyze social media metrics and provide data-driven insights to optimize marketing campaigns
- Strong understanding of current social media trends and best practices in the fashion industry. Skilled in managing social media advertising campaigns to increase brand awareness and drive conversions. Creative mindset with the ability to think outside the box and develop innovative marketing ideas.
- Detail-oriented approach to ensure accuracy and consistency in social media content and campaigns. Results-driven mindset with a focus on achieving measurable outcomes and ROI for clients. Continuous learning and staying up to date with the latest advancements and changes in social media algorithms and platforms.

## EXTRA CURRICULAR ACTIVITIES

- **Volunteering: children cancer of Lebanon, Food Blessed,**

**present**

Passionate about giving back to the community and making a positive impact. Proven experience as a dedicated and reliable volunteer. Strong interpersonal skills to effectively communicate and collaborate with diverse groups of people. Excellent problem-solving abilities to address challenges and find innovative solutions.

## AWARDS & CERTIFICATES

### **Inbound Marketing Certificate | Hubspot**

**April 2023**

- Completed a course in the fundamentals of inbound marketing authorized by HubSpot

### **Won 2<sup>nd</sup> place | Case competition**

**May2023**

Created a business Development plan From the finance to the interior to the marketing strategic plan for a heathy fried chicken restaurant .

## SKILLS

- Languages: Fluent in Arabic and English, and good knowledge of spoken French
- Digital Marketing Knowledge: Understanding of digital marketing principles and best practices,including SEO, PPC, email marketing, and social media advertising
- Fashion marketing knowledge
- Communication Skills: Proposal and technical report writing, and public presentation