

# JOY HARROUZ

## Contact

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[Joy Harrouz](#)

## Languages

Arabic ● ● ● ● ●  
French ● ● ● ● ●  
English ● ● ● ● ●

## Skills

**Microsoft Office:** Excel, Word, Powerpoint, Access

**Social Media Platforms:** TikTok, Instagram, Twitter, Facebook

**Marketing:** Ads Manager

## Certifications

Google Garage: **Fundamentals of Digital Marketing**  
British Council: **IELTS**

## Interests & Hobbies

Photography  
Piano  
Drawing

## Portfolio

Creating and running an Instagram photography page: [@throughmylens.jh](#)

## Professional Experience

### Marketing and Social Media Management

**Mon Maki a Moi, Lebanon | June 2022 - May 2023**

- Organized marketing campaigns over social media platforms
- Handled meetings' documentation to ensure an accurate reporting following recurrent meetings
- Over viewed all the marketing team members' tasks and following up on deliveries within deadlines
- Found innovative ways to connect with the clients by creating targeted content
- Coordinated with the design and communication team to plan and discuss the social media calendar
- Prepared monthly reports to assess the success of the campaigns through ads manager
- Collaborated with the interior designer and restaurants' managers to decide on the chain's branding including plates, staff uniform, choice of colors, etc.
- Performed photoshoots and created content focused on the Mon Maki a Moi brand to announce the opening of new branches.

### Content Creator

**Moona, Lebanon | October 2022 - February 2023**

- Created content to promote Lebanese Natural Products on social media including marketing materials photos and videos.
- Developed a content calendar to handle Moona's digital campaign
- Prepared monthly reports to assess the interactions of the different client groups with the online content.

### Marketing and Sales Intern

**Khalil Fattal et Fils SAL, Lebanon | June - August 2021**

- Handled the marketing of pharmaceutical products while working closely with hospitals, clinics and pharmacies in Lebanon
- Got trained on the different sales strategies within the OTC department and developed marketing strategies to drive sales and increase Fattal's market share
- Developed presentations to the managers and senior directors of the general marketing strategy on a quarterly basis
- Created content on the different social media platforms
- Executed market studies to assess Fattal's placement and to identify customers' needs
- Organized with other team members marketing events to promote Fattal's brands while providing potential clients the chance to try our products.

## Academic History

**Holy Spirit University of Kaslik | Kaslik, Lebanon**

Master of Business Administration - Marketing | 2022 - Present

**Saint Joseph University, USJ | Beirut, Lebanon**

Bachelor in Business Administration and Management | 2019 - 2022 | 2019 - 2022

**Collège Mariste Champville | Dik El Mehdi, Lebanon**

Lebanese Baccalaureate in Economics and Social Sciences | 2004 - 2019

## Extra-Curricular Activities

### Scouting, SDI Baabda (2009-2020)

- Organized more than 7 camps for children aged between 6-12 years.
- Planned and executed several scouting events for fundraising purposes (kermess, games, gatherings...)

### Charity and volunteering

- Planned and participated in several social projects (Sesobel, SOS children village, retirement homes)