

# Fatima I. Abbas

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## Objective

Passionate digital marketer with a Buss degree (emphasis in digital marketing) from AUB, enriched by luxury marketing studies at EM Normandy, and bolstered by diverse digital marketing certificates. Eagerly pursuing a dynamic role to unleash creative marketing strategies and drive impactful digital campaigns.

## Education

<b>American University of Beirut (AUB)</b> , Beirut, Lebanon Bachelor's in business administration, Emphasis: Marketing	Sept 17- Jun 21
<b>EM Normandy school of Business</b> , Normandy, France. Degree in luxury Marketing (exchange student program) GPA:90/100	Jan 21- Jun 21

## Experience

<b>Chemonics International, Community Support Program</b> , Beirut, Lebanon <b>Communication &amp; Technical Assistant Intern</b>	Mar22, Apr23
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- Collaborated with technical teams to assist in project planning, data analysis, and research activities.
- Played an integral role in marketing project achievements by creating promotional materials and organizing outreach events.
- Actively engaged with stakeholders to raise awareness and promote project objectives within the local community.
- Facilitated effective communication and coordination among project team members to ensure project success and positive community impact.

<b>Olayan Suleiman School of Business (OSB)</b> , Beirut, Lebanon <b>Marketing research intern</b>	May 21, Oct 21
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- Conducted market research across diverse brands, encompassing coffee shops and luxury fashion establishments, to identify trends and opportunities for campaign optimization.
- Assisted in creating and optimizing digital content for SEO and SEM, catering to the unique needs and demographics of various brands.
- Contributed to the development and execution of comprehensive digital marketing strategies tailored to the distinct requirements of different brands.
- Supported the management and analysis of digital advertising campaigns on multiple platforms, ensuring brand-specific messaging and targeting strategies.

## Skills

- Digital Marketing: Proficiency in various digital marketing strategies, including SEO, SEM, social media marketing, email marketing, and content marketing.
- Social Media Management Tools: Hootsuite and Buffer.
- Communication
- creativity
- Time Management
- Ability to multitask
- Languages:
  - **Native** speaker of **Arabic**
  - **Fluent** in **English**
  - **Conversational** in **French**

## WORKSHOPS AND CERTIFICATES

- Received The Fundamentals of Digital Marketing certificate from Google Digital Garage.
- Attended series of workshops in: Adaptation and Leading Change, Model of Leadership Development, Problem Solving, Advocacy and Civic Engagement, Public Speaking ,TimeManagement and Computer Literacy.