

# Christina Touma

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Lebanon

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## BUSINESS ADMINISTRATION- MARKETING CONCENTRATION

I am deeply passionate about marketing and my journey in this field has been marked by a genuine fascination with consumer behaviour, neuromarketing and the power of storytelling through brands. I aim to nurture my workplace knowledge and aim to be a great asset for the company. .

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## KEY COMPETENCIES

intellectually curious

creativity and creative writing

deep understanding in

psychology

excellent communication skills

critical analysis

adaptability

Strong interpersonal skills

Proactive and self-motivated

emotionally intelligent

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## PROFESSIONAL EXPERIENCE

### Masharii SAL

#### market research and marketing in real estate

2022--2023

I conducted market research in all of the Beirut area. I analysed and conducted a demand and price analysis for future construction projects. I also worked with the marketing team to better advertise the Airbnbs of masharii properties.

### Chateau Heritage

#### International sales and marketing

2021-2022

I went to "PROWEIN" in Germany (2022) where I got to develop my sales and communication skills with diverse nationalities. I met an Italian journalist there that had an interview with me and downloaded an article about the winery. I worked with the marketing team to develop a strategy in order to expand the market in France and the USA, targeting Lebanese restaurants.

### Ebène Chocolat Artisanal Du Liban

#### digital marketing and customer service

2021-2022

Content Creator for the Instagram page of the small business. Increased followers by 40% in less than a year while keeping the image of the handmade brand. I was the photographer and creative writer. I was in charge of customer service and got great feedbacks.

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## EDUCATION & CERTIFICATIONS

### Expected degree in Business Administration- Marketing

Lebanese American University (2021-2024)

### Inbound Marketing Certificate

HubSpot academy (2022)

### Inbound Certificate

HubSpot academy (2022)

### Deciphering Personalities Certificate

Lebanese American University X International consulting team (2023)

### smart shield workshop (2023)

Lebanese American University

### Enrolled in NxL season 2 Collaboration between

### Nestle and L'Oreal Certificate (2023)

### IRB exempt research

CITI program

### Humanities responsible conduct of Research

CITI program

## EXTRACURRICULAR ACTIVITIES

### Member of the Marketing, Event organization and Fashion clubs (2021-present)

Lebanese American University

### Beirut Marathon Volunteer (present)

Volunteering tasks: start line, finish line, social media, baggage, human chain.

### Kids Summer camp Volunteer (2020)

Domaine De Chouchène

### Beirut explosion volunteer (2020)

Volunteering tasks: gathered food and clothes for the homeless and helped clean the roads.

### Second place winner at Tennis Tournament (2023)

Portemilio Hotel & Resort

### member at the Gym

### member at an Aerial dance academy

### member of a Tennis club