

PROFESSIONAL SUMMARY

An intrigued leader seeking to advance both personally and professionally. *Highly adaptable and open to new experiences.* I believe in the value of contribution, helping others and encouraging teenagers towards finding experiences in their future careers.

EDUCATION

American University of Beirut (AUB), Beirut, Lebanon

Jan 2020 - Jun 2024

Bachelor's degree in Business Administration with a GPA: 3.6 out of 4.0 (Deans Honors List)

Concentrating in Business Marketing

EXPERIENCE

UNITECH – IKK, Beirut, Lebanon

Jun 2023 - Aug 2023

Sales & Marketing Intern

- Content Marketing: lead content strategy from concept through execution to develop relevant, entertaining, and instructive content that highlights the products and industry knowledge.
- B2B Engagement: Creating material specifically for B2B clients, ensuring that the solutions meet their business needs and objectives.
- Social Media Content Creation: curate and develop content for our social media channels, ensuring that our brand is active and engaged in the online construction and building supply community.

Skills: Content Marketing · Online Content Creation · Social Media Content Creation · Content Creation · Business-to-Business (B2B) · Wholesale Operations · Social Media Communications

Laver 15, Miami, Florida, United States

Feb 2023 - Jun 2023

Marketing Intern

- Growth in the Metaverse, Futuristic Marketing, Innovation and Imagination, Use of AI
- Specialized in creating captivating Meta Ads that connect the brand with the Metaverse audience, whether in virtual worlds, augmented reality, or elsewhere. Content creation through AI (Runaway – Discor)
- Forward-thinking, harnessing cutting-edge technology and trends to produce enthralling and converting advertising experiences.

Skills: Metaverse · Web3 · organic marketing · Social Media Content Creation · Instagram Marketing

Snuggles, Beirut Lebanon

Jun 2021 – Present

Co- Founder, E-commerce, Retailing

- Digital Marketing: SEO and SEM / E-mailing and marketing automation / Mobile Marketing / Content Marketing / Social marketing and community management / Meta Ads / Display advertising
- Supply Chain & Inventory Management: Examine current supply chain performance, inventory levels, demand forecasting, and inventory turnover.
- Logistics and Transportation / Supplier Relationship Management: Managing supplier relationships effectively to ensure quality, on-time delivery, and cost control.

Skills: Canva · Wix Website Builder · Online Marketing · Teamwork · Negotiation · Start-up Leadership · E-Commerce · Google Ads · organic marketing · Search Engine Optimization (SEO) · Content Creation · Business Analysis · Social Media Marketing · Customer Engagement · Shopify · Sales Management · Customer Relationship Management (CRM) · social media · Sales · Communication

Arabia Insurance Company, Beirut, Lebanon

Nov 2022 - Jan 2023

Assistant in the Claims Department

- Data entry, internal process development
- Accident analysis, Data analysis
- Filing and sending dues for claims department for other insurance companies. Oracle & Microsoft excel.

EXTRACURRICULAR ACTIVITIES

Real Estate Club Member, AUB

Sep 2021 – Present

Title IX sexual Harassment Committee, AUB.

Sep 2022 – Present

Business Student Society Member, AUB

Sep 2021 – Present

Volunteering: Student Mentor, AUB

Feb 2023 – Jun 2023

CERTIFICATIONS & Projects

L'oreal x Nestle Program

Ongoing

Dean's Honors List 2 Certifications, American University of Beirut (AUB).

Sep 2022 - May 2023

Fundamentals of Digital Marketing, GOOGLE certificate

Oct 2023- Oct 2024

Mobile experience certification, GOOGLE.

Sep 2023 – Sep 2024

Voice of Fingerprints SCHOLARSHIP

June 2023

L'oreal Master Class participation

July 2022

Alcohol Edu for college, Vector Solutions

March 2022

Model African Union certificate, Lebanese American University (LAU)

Nov 2021

Diesel Marketing Campaign (Luxury MKTG 250L – AUB)

SUMMARY SKILLS

Languages: Arabic (Professional), English (Professional), French (Beginner)

Soft skills: Work under pressure, Leadership skills, Problem solving, interpersonal and communication.