

Motivated, creative, and results-driven senior Marketing and Advertising student with a minor in Graphic Design, looking to kickstart my career through opportunities that will give me the ability to apply my skills and knowledge and put me on the track of becoming a marketing professional. A self-starter with a positive attitude and ability to work independently or as part of a team to achieve goals and exceed expectations.

EDUCATION

Marketing and Advertising Rafik Hariri University

09/2021 - Present

Mechref, Lebanon

Courses

- Consumer Behavior
- Marketing Research
- Advertising and Media Strategies
- Sales Management
- Strategic Marketing

Minor in Graphic Design Rafik Hariri University

09/2022 - Present

Courses

- Introduction to Digital Media
- Photography
- Typography
- Branding and Identity

SKILLS

Great creativity and attention to detail

Good analytical and problem solving skills

Flexible team worker able to collaborate with others

Highly organized able to multitask and manage time efficiently

Strong interpersonal communication and writing skills

Excellent computer skills including Microsoft Outlook, Word, Excel, and PowerPoint

Proficient use of Adobe Photoshop, Illustrator, and Indesign

Photography knowledge and skills

WORK EXPERIENCE

Sales Navigator Trifid Media

03/2023 - 07/2023

Dubai, United Arab Emirates

Achievements/Tasks

- Generated new leads and built and maintained strong relationships with these clients, responding to their needs promptly and effectively.
- Coordinated and managed meetings ensuring seamless execution and timely updates.
- Developed and implemented an efficient scheduling system, resulting in increased productivity.
- Conducted post-meeting contact with clients, keeping them updated on all the work.
- Successfully communicated with internal stakeholders, such as sales teams and executives, to understand their needs and objectives, resulting in a tailored and impactful agenda.

Social Media Marketing Aridi Furniture

2020 - Present

Al Basateen, Lebanon

Achievements/Tasks

- Managed and grew social media presence across multiple platforms, resulting in a 30% increase in followers and a 20% increase in engagement.
- Conducted thorough market research and competitor analysis to identify trends and insights, leading to an increase in sales.

PERSONAL PROJECTS

Marketing Research Project (04/2023)

- In this project i conducted an in depth market research with my teammates in order to solve a problem for a local restaurant and catering service called Food House.

CERTIFICATES

Shift Forward 2 Exhibition (06/2023)

Students typography contest and exhibition organized by the Lebanese Graphic Design Syndicate at Beirut Digital District.

LANGUAGES

English

Full Professional Proficiency

Arabic

Native or Bilingual Proficiency