

Razan Chour

Beirut, Lebanon; Chourrazan@gmail.com; + 961- 81741140

EDUCATION

Lebanese American University (LAU), Beirut, Lebanon

Sep 2022 – Expected June 2025

Bachelor of Sciences in Business Studies - Emphasis in Marketing

Minor in Advertising & PR

RELATED COURSES:

E-Marketing; Digital Media Design; Consumer Behavior

EXPERIENCE

LAU, Beirut, Lebanon

Sep 2023 – Present

Marketing Tutor

- Providing personalized tutoring sessions for students enrolled in Marketing courses.
- Offered guidance on projects, presentations, assignments, and exams, assisting students in developing strong analytical and problem-solving skills.

Keemya Digital Marketing Agency, Beirut, Lebanon

Aug – Nov 2022

Digital Marketing Intern

- Managed social media platforms, boosting online presence through engaging content creation matched with company goals and audience preferences.
- Developed and implemented successful digital marketing campaigns for Super USB, as well as brand briefs for Mozan Clinic, to develop a targeted marketing strategy.
- Created a comprehensive marketing plan and content calendar for Shield NGO, outlining strategies for online presence and engagement, and conducted thorough data audits to ensure content accuracy and quality.
- Participated in team meetings, offered unique ideas, and kept up to date on current digital marketing trends.

Gallery Chour, Beirut, Lebanon

Jun – Nov 2022

Sales & Marketing Assistant

- Managed social media, creating engaging content, and participating in online conversations.
- Regularly updated customers on new arrivals, promotions, and events to enhance brand engagement
- Assisted customers in the furnishing selection process, utilizing customer relations to understand their needs and provide personalized recommendations for increased satisfaction and sales.

EXTRA-CURRICULAR ACTIVITIES

LAU Real Estate Club, Beirut, Lebanon

Sep 2023 – Present

Head of Media: Developed creative content and campaigns to promote club events, enhancing online presence and attracting students to know more about the field of real estate.

Ibad Al Rahman, Beirut, Lebanon

Sep – Dec 2023

- Assisting individuals with obtaining medication at the pharmacy
- Organizing shelves and entering book codes to improve the efficiency of the library's resources.

CERTIFICATIONS

Inbound Marketing – HubSpot

Dec 2023

SKILLS

COMPUTER: Microsoft Office (Word, Excel, PowerPoint), Illustrator, XD, ID, Canva.

LANGUAGES: Arabic and English