

Nour Abdallah

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Profile

Passionate marketing student blending creativity with strategic insight, adept at market analysis and campaign development, showcasing problem-solving abilities. Proficient content creator with a knack for engaging material across diverse platforms, demonstrating strong communication and interpersonal skills. Eager to contribute to dynamic marketing teams, driven by excellence and a desire to make a meaningful impact, with leadership qualities.

Education

BS in Business- Marketing
LEBANESE AMERICAN UNIVERSITY

2022-2025

INTERNSHIP SHEYAACA

May 20 – September 1

- Develop and create new content on social media platforms and on companies' website.
- Schedule and publish posts and stories on social media platforms, ensuring consistent brand voice and engagement.
- Monitor and manage social media accounts, respond to comments and messages, and engage with followers.
- Communicate with influencers and send them PR packages.
- Find new ideas for banners
- Write email marketing, push notifications, and send them to customers.

FREELANCE - ACCOUNT MANAGER

Extreme Beauty skin salon

December 2023 – July 2024

- Developed content for social media platforms.
- Developed and executed successful marketing campaigns and implemented strategies for clients across various locations.
- Developed and maintained positive relationships with clients on social media platforms.
- Boosting plans and analysis for the account's traffic from boosts and knew if it was affected or not.

FREELANCE - ACCOUNT MANAGER
SLAHEDDINE TRAVEL & TOURISM

December 2023- September 2024

- Created engaging and shareable content across multiple platforms to enhance brand visibility and engagement.
- Developed and executed content strategies, aligning them with marketing objectives to drive brand awareness and customer acquisition.
- Produced compelling visuals, articles, and multimedia content, consistently maintaining brand voice and identity.
- Monitored content performance through analytics, adapting strategies to optimize reach and impact.

ASSISTANT AND TEACHER
YMY AGENCY

July 2023- August 2024

- Tutor students' business courses.
- Do projects, assignments, and exams.

INTERNSHIP
MARKETEERS AGENCY

December 19- January 19

- Content creation for Instagram, Facebook, and TikTok was all about plans and getting approval from the client to continue doing the next steps and I gained experience creating content for several brands.
- I went to photoshoots for the client's content to make it up to them. After that, I put everything on another plan and sent it to the client to approve and see if he needs something fixed.
- After that, I start by doing the captions and hashtags. After finishing everything, I put the posts and reels on the Instagram grid to show the client how his page is going to look.
- I do stories on Instagram for the clients every day using Canva Pro-Cap Cut to generate engagement with the audience.

Languages

- Arabic Native
- English Native
- German Beginner

Certificates

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| Meta Ads Manager | October 2024 |
| Digital Marketing Certificate | April 2024 |
| Inbound Marketing Certificate | November 2023 |