



CONTACT INFORMATION

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Beirut, Lebanon

An innovative marketing professional with experience in public relations, event planning, branding, online advertisement, and content marketing. I am actively pursuing opportunities to develop my skills and make a bold impact in the marketing world.

EDUCATION

Lebanese American University (LAU)

B.S. in Business Studies - Marketing

Amjad High School

Lebanese Baccalauréat - Socio Economics

LANGUAGES

Arabic 

English 

French 

TECH SKILLS

MS Office 

Apollo 

Asana 

Balloon 

WORK EXPERIENCE

STEP

Dubai, United Arab Emirates

Program & Content Executive

OCT 2022 – PRESENT

- Managing content programme and partners' engagement for STEP events in Dubai, UAE and Riyadh, KSA
- Contributing to building the programme by proposing creative ideas for workshops, panels, and competitions
- Acquiring speaker leads for 6 tracks: Digital - Earth - Fintech - Future - Start - Wellness
- Collecting speaker details and updated packets and session briefs for speakers and facilitators
- Updating the agenda on the event platform in coordination with Marketing and Tech teams
- Connecting moderators to panelists
- Analyzing speaker background and interests and plugged them in the relevant panel
- Assisting speakers on event days to ensure they are logged into and prepared for their sessions
- Supporting facilitators in navigating and managing their workshops on event days
- Supporting AV team in designing holding slides and sharing TVs and playlists

Content Executive Intern

OCT 2021 – MAR 2022

- Managed content programmes and partners' engagement for STEP events
- Collected speaker details and updated packets for speakers and facilitators
- Inserted timings, session titles, and speakers' and moderators' details onto session briefs
- Updated the agenda on the event platform in coordination with marketing and tech teams
- Connected moderators to panelists
- Assisted speakers on event days to ensure they are logged into and prepared for their sessions
- Supported facilitators in navigating and managing their virtual rooms on event days

Podeo

Beirut, Lebanon

Content Management Intern

JUN 2022 – AUG 2022

- Categorized podcasts by theme, language, and audience on the Podeo Application
- Updated top local and universal podcast ranks weekly based on user interaction
- Updated the day-to-day execution of podcasts on the Podeo Application using CMS
- Evaluated content of podcasts (intros, topics, outros) for marketing data analysis
- Prepared regular reports capturing podcast metrics and impact
- Managed and sustained a strong pipeline

TRAININGS & COMMUNITY

LAU Music Club Member

JAN 2023 – MAY 2023

UNDP Youth Leadership Programme (National Qualifier)

MAY 2021 – DEC 2021

Google Digital Marketing Training

OCT 2021

Beirut Blast Response Volunteer with Dafa Campaign

AUG 2020 – SEP 2020

GC LAU Model United Nations (Position Paper Award)

DEC 2018 – MAR 2019