

LUNA FOULADGAR

MARKETING AND ADVERTISING

CONTACT



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Beirut, Lebanon

EDUCATION

BA IN MARKETING AND ADVERTISING (3.8 GPA)

Saint Joseph University

2022-2025 (expected graduation year)

FRENCH BACCALAUREATE (17.5/20)

Lycee Abdel Kader

2007-2022

LANGUAGE

Arabic **Native**

English **Fluent**

French **Native**

SKILLS

- Graphic design
- Content creation
- Media planning
- Market research
- Branding
- Creative thinking
- Communication skills
- Time management

ABOUT ME

I'm a driven and innovative marketing student with a passion for advertising and content creation. I'm skilled in crafting compelling visuals and messaging that captivate audiences. Committed to pushing creative boundaries and eager to contribute fresh ideas and artistic vision to a dynamic marketing/advertising team.

EXPERIENCE

Sales internship

Abed Tahan

June 2023 - August 2023

- Reached monthly target of 20 000\$
- Developed a nuanced understanding of diverse personalities and communication preferences
- Analyzed consumer behavior and got to master the sales funnel
- Focused on optimizing visual displays (merchandising) and efficiently managing stock levels

Social media manager

Freelancing

March 2022 - July 2023

- Crafted compelling social media content and implemented strategic posting schedules for clients like Kaikanista to boost reach and engagement
- Collaborated with clients to develop customized stories, videos, and multimedia tailored to target audiences and marketing objectives
- Designed data-driven content strategies by analyzing past performance metrics and current industry trends
- Defined marketing objectives and identified main KPIS
- Maintained consistent branding across all assets and measured campaign success using analytics

Brand developping

Future destination

April 2019 - June 2019

- Led launch of new direct-to-consumer e-commerce fashion brand
- Conducted in-depth market research and analysis to inform objectives and strategies
- Selected and did an audit to identify influential partners for brand promotion
- Defined key branding elements: logo, color palette, typography, visual identity
- Configured back-end systems: order processing, payments, shipping, returns
- Studied market trends and identified target in order to pick products personalized to the audience
- Planned the site map and designed the home page as well as the navigation menu