

Lara Al-Bitar

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EDUCATION Lebanese American University (LAU) – Beirut, Lebanon

2021 – 2024

Bachelor of Science in Business Studies - Emphasis in Marketing

CGPA: 3.53

Special Projects:

- *Relaunching Krikita:*
Created new marketing and creative ideas to relaunch Krikita via social media, billboards, and ad campaigns.
- *One More Bite Social Media Plan:*
Created a well-organized social media plan for a small shop called “One More Bite” that focused on having a content calendar and conducting a thorough analysis of insights via Meta Business Suite.
- *Marketing Research Paper on ChatGPT in the Educational System:*
Conducted a research paper on ChatGPT in the Educational System in the Marketing Research course which focused on thorough analysis, qualitative and quantitative data, and doing interviews.

Al Ofoq Al Jadeed High School

2005 – 2020

Socio-Economics, Baccalaureate II

PUBLICATION

Prism of Soul

2024

- Poetry book
- "Your world is your reflection of your understanding" which is why Prism of Soul is a collection of poetry that act as a lens reflecting raw emotions and thoughts.

WORK EXPERIENCE

Marketing Intern

oneshot, UAE

May 2024 – Present

- Responsible for conducting market research, supporting social media management, supporting content creation
- Launch activities on social media and reporting to management

Marketing Tutor

Our Easy Game LCC, Lebanon

April 2023 – April 2024

- Assist students in all Marketing subjects.
- Assist students with homework, projects, test preparation, papers, research, and other academic tasks.
- Providing students positive and constructive feedback.

Participated in L'Oréal Brandstorm Competition

L'Oréal, Lebanon

March 2024

- Invented Holo-Glam which is a hologram that has multiple features and guides stylists.
- Goal was to foster a sense of community while making salon experience unforgettable.

Digital Marketing Internship
Ajjerni, Remotely Rental Marketplace, Lebanon

May 2023 – July 2023

- Content creator for their social media accounts (Facebook, Instagram, Twitter, TikTok, and LinkedIn).
- Using Meta Business Suite to determine ad performance, draft reports based on the performance, and come up with strategies and tactics to optimize advertising based on the analytics findings.

Social Media Marketing Internship
Stories, Online Social Media Agency for Entrepreneurs, USA

March 2023 – May 2023

- Content creator.
- Responsible for managing all Stories social media platforms, but mainly Instagram.
- Supervised by a marketing officer.

Branding Coordinator
LAU Case Competition
LAU, Beirut Campus

February 2022 – June 2023

- Responsible for managing all LAUCC social media platforms.
- Design posters and flyers.
- Take live pictures of the events.

EXTRA-CURRICULAR ACTIVITIES

Krikita Marketing Competition – Lebanese American University
Volunteer - Marketing Officer at We Leaders
Volunteer – Badiri Organization
Volunteer – Coach in Colony “This is Me”
Participated in Model Arab League (MAL) – Lebanese American University
Participated in Arts and Sciences Fair – Lebanese American University

CERTIFICATES

Course Certificate in Introduction to Consumer Neuroscience & Neuromarketing – Coursera, CBS
Certificate of Completion – NxL Youth Empowerment Program
Social Media Certified – HubSpot Academy
Certificate of Fundamentals of Digital Marketing – Google Garage
IRB Certification – CITI Program
Inbound Marketing Certificate – HubSpot Academy

KEY SKILLS AND CHARACTERISTICS

Soft Skills: Good written and verbal communicator, fast learner and adapter, detail oriented, team and individual worker, reliable, creative, public speaker, and problem-solver.
Computer: Microsoft Office Suit: Word, Excel, PowerPoint, Outlook
Google Suit: Google Sheets, Google Drive, Google PowerPoint, Google Word
Canva
Meta Business Suite
Languages: English and Arabic.