

Paola Maakaroun

Beirut, Lebanon

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EDUCATION

Lebanese American University, Beirut, Lebanon

Sep.2022 – Expected June 2025

Bachelor of Sciences in Biology

Collège des Pères Antonins, Baabda, Lebanon

French Baccalaureate

High Distinction

WORK EXPERIENCE

Feb.2025-Present **Melt Chocolate**

Position: Content Creator

- Developed and executed creative content strategies to enhance brand awareness and customer engagement.
- Created high-quality visual and written content, including product photography, videos, and social media posts.
- Managed Melt Chocolate's social media presence across platforms like Instagram.
- Analyze content performance metrics and adjust strategies to optimize reach and engagement.

Feb.2025-Present **LAU innovation center**

Position: Social Media Intern

- Assisted in developing and executing social media strategies to promote innovation initiatives.
- Created engaging content, including graphics, videos, and posts, to highlight events, startups, and success stories.
- Managed and scheduled posts across platforms like Instagram, LinkedIn, and Twitter to increase online presence.

Jan.2025-Present **Ramada Downtown Beirut**

Position: Content Creator

- Initiated the position at the hotel, to establish online presence and attract a wider audience.
- Developed and executed content strategies to highlight the unique offerings.
- Managed Social media platforms, resulting in increased guest engagement and brand recognition.
- Organized photo and video shoots to create appealing visual content.
- Used editing tools such as Canva and Adobe photoshop.

Sept.2024-Oct.2024 **Izzat Daouk Manufacturing**

Position: Marketing Intern

- Conducted market research to identify consumer trends and competitive analysis.
- Assisted in developing reports that identified new market opportunities and potential growth sectors.
- Supported product ideation by presenting data-driven recommendations for new product lines.

March.2023- Apr.2023 **Edubolt**

Position: Biology tutor

- Assisted students in understanding complex biology topics.
- Developed personalized study plans and learning strategies to address individual student needs.

Jun.2021 – Aug.2021 **Les Jeunes Amis du Sport, Summer Camp, Baabda, Lebanon**

Position: Team Leader

- Supervised and lead group members.
- Planned and organized group activities.

VOLUNTEER WORK & EXTRA-CURRICULAR ACTIVITIES

CLUBS

LAU fitness Club, Member –Sept.2024- present

LAU Environmental Club, Member –Jan.2024- present

LAU Pre-Medical Club, Member –Jan.2024- present

LAU Fashion Club, Member –Sep.2022- Jan.2023

VOLUNTEER WORK

Scouts de l'indépendance, Baabda, Lebanon (Jun.2024)

Activity coordinator: assisted in group activity for scout members

AJEM, Beirut, Lebanon (Jan – Feb. 2024)

Program assistant: interacted with association members, helped patient receive official medical papers, assisted on HIV testing

CONFERENCES

"Interventions in hybrid OR, where complexity meets safety" LAU Medical Center, Beirut, Lebanon (2024)

Attendee: gained insights on novel techniques used in operation rooms

"Rare diseases day ", organized by Gilbert and Ros Marie Chagoury School of Medicine LAU, Beirut, Lebanon (2024)

Attendee: gained insights on rare diseases and research within the genetic field

CERTIFICATIONS /AWARDS

- Dean's list distinction –Academic performance at LAU, Beirut, Lebanon – May. 2023
- Certificate of participation – Entrepreneurship competition at USJ, Beirut, Lebanon – Jun. 2021
- Citi Certification: Biomedical research
- Coursera: SEO optimization with square space
- LinkedIn: Digital marketing foundations
- LinkedIn: Social media marketing foundations
- LinkedIn: Social media marketing strategy: TikTok and Instagram reels
- LAU ACE: Ai applied in digital marketing

SKILLS

COMPUTER: Microsoft Office (Word, Excel, Power Point), Python (Beginner Level), Canva, CapCut video editor

SOCIAL: Leadership, Team Work , Decision making, Fast learner, Creative

MEDIA: Content creation, TikTok, Instagram, X, Facebook

LANGUAGES: Arabic (Native), French (Native), English (Native)