

# Nour Michelle Majdalani

Beirut, Lebanon

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**Portfolio:** <https://nourmmajdalani.wixsite.com/nourmmajdalani>



## Career Objective

As a soon-to-be graduate with a degree in Business Administration and a concentration in Marketing from the American University of Beirut, I am eager to leverage my diverse experiences as a content creator, media director, social media manager, writer, and junior editor. With a passion for storytelling and connecting with audiences, I am committed to bringing innovative marketing strategies to life.

## Education

### American University of Beirut

Bachelor of Business Administration

Beirut, Lebanon

2021 - PRESENT

- Concentrating in Marketing (Relevant courses: Principles of Marketing, Digital Marketing Strategy, Customer Experience Design, Consumer Behavior, Digital Content Creation, Strategic Brand Management, Retailing & Merchandising)

## Professional Experience

### AUB Outlook

Media Director – Executive Board, Previously Junior Editor & Staff Writer (English Editorial)

Beirut, Lebanon

2023 - PRESENT

- Provide leadership, guidance, and management for the social media, design, and multimedia teams, fostering collaboration and skill development.
- Organize meetings and brainstorming sessions for content calendar development for effective planning and execution, identify pain points, define KPIs, and work on growth strategies through data-driven insights and regular analysis.
- Increased social media content engagement by +190% and reach by +63.3% since the past year.
- Awarded with "Outstanding Student Organization Award 2024" by the American University of Beirut.

### The Case Hub at the Suliman S. Olayan School of Business | AUB

Social Media & Communication Officer, Administrative Assistant

Beirut, Lebanon

2023 - PRESENT

- Elevated brand visibility and recognition on LinkedIn platform.
- Showcased expertise in business education and the case method through curated content.
- Helped plan and promote key events such as annual conferences, case writing competitions, and workshops.

### Fattal Group

Marketing and Communications Intern

Beirut, Lebanon

2023

- Filmed, edited, and created content for various social media pages, enhancing brand messaging and engagement while managing social media accounts, and boosting reach through strategic content.
- Wrote and edited content for internal newsletters.
- Orchestrated successful events including leading a CSR project that conveyed organizational messages and showcased commitment to community values.

### Freelance Social Media Manager & Content Creator

Beirut, Lebanon

- Craft diverse and engaging content aligned content with client objectives, maintaining brand elements and image for Instagram, TikTok, and LinkedIn.
- Utilized analytics for data-driven content optimization.

## Extracurricular Activities

### OSBusiness Review Magazine | AUB

Senior Media Team Leader

Beirut, Lebanon

2024 - PRESENT

- Develop and execute successful marketing and media strategies resulting in increased awareness of the magazine.
- Design content and manage communication with members to ease the process of the startup.

### AUB Outdoors (Marketing & Media Team)

Sub-Team Leader

Beirut, Lebanon

2023

- Collaborated with the marketing team to develop effective strategies, contribute ideas, adjust campaign performance, and create tailored promotional audio-visual content for AUB outdoors.
- Led a team of 10, organized roles and schedules, facilitated learning, managed collaborations, and oversaw content creation for maximum success.

### L'Oréal Brandstorm Competition

National Finalist

Beirut, Lebanon

2023

### Ogilvy Marketing - The Red Academy Competition

Semi-Finalist

Beirut, Lebanon

2023

### Mind Over Matter Art

Personal Small Business

Beirut, Lebanon

2020 - 2023

- Handcraft, market, and sell accessories while managing social media accounts.
- Produce engaging visual content across different platforms through product photography and editing.

## Skills

- **Technical:** Video Editing (Intermediate), Photo Editing (Intermediate), Journal editing (Expert), Videography (Intermediate), Photography (Beginner), Writing and Research (Expert), Layout and Design (Intermediate), Digital Art (Beginner), Content Creation (Expert), Social Media (Intermediate)
- **Soft:** Creative thinking, Problem-solving, Communication, Leadership, Teamwork, Attention to detail
- **Relevant Software Knowledge:** Capcut (Expert), iMovie (Expert), Canva (Expert), Microsoft (Intermediate)
- **Languages:** Arabic (Native proficiency), English (Bilingual proficiency), French (Limited working proficiency)