

Ghida Mahdi, BBA

Marketing Specialist

Beirut, Lebanon

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Objective

I am a recent graduate with a Bachelor's degree in Marketing, seeking a full-time or part-time marketing position, as well as internship, to build on my professional marketing experience and comprehensive knowledge of marketing principles and strategies. During my academic journey, I developed a strong foundation in market strategy, marketing research, digital marketing, branding, and consumer behaviour. My experiences as a Marketing Officer Intern and Marketing Specialist have honed my skills in content creation, campaign management, strategy, and data analysis. I am passionate about leveraging marketing techniques to drive brand growth and enhance customer engagement and am looking for an opportunity to apply my marketing knowledge and utilise my experience for business growth.

Education and Certificates

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|------------------|--|
| 2024 | Bachelor of Business Administration (Marketing)
Faculty of Business Administration, Beirut Arab University (BAU), Lebanon
<i>GPA:3.62</i> |
| 2021-2024 | Core Marketing Courses
Faculty of Business Administration, Beirut Arab University (BAU), Lebanon <ul style="list-style-type: none">• Strategic Marketing Management• Marketing Research• Brand Management• Services Marketing• Advertising Marketing Communications• International Marketing• Consumer Behaviour• Entrepreneurship and Venture Management |
| 2023 | Certificate: Internet Core Competency (IC3)
Beirut Arab University (BAU), Lebanon |
| 2022 | Certificate (Online): Effective Problem Solving and Decision-making
University of California, Irvin, U.S. |

Professional Experience

Marketing Officer (Internship)

IDS Fintech

Jan. 2024 – March 2024

Hazmieh, Lebanon

Marketing Department:

- Assisted in organizing and promoting marketing events.
- Created content for social media and website.
- Managed social media accounts, including content scheduling and engagement.
- Supported the planning and execution of marketing campaigns across various channels.
- Collaborated with cross-functional teams to ensure alignment of marketing efforts.
- Edited and proofread marketing materials to ensure accuracy and consistency.
- Coordinated with design teams to create visually appealing marketing materials.
- Participated in brainstorming sessions to generate new marketing ideas and strategies.

Marketing Specialist (Full-time Employment)

Guarantee for Glass and Aluminium

June 2022 – Sept. 2022

Beirut, Lebanon

Office of Marketing and Communications:

- Marketing Strategies
 - Created comprehensive marketing plans that aligned with business goals.
 - Analysed target audiences and market trends.
 - Assessed competitive positioning to determine marketing opportunities.
- Campaign Management
 - Planned and executed marketing campaigns across multiple channels.
 - Managed campaign budgets and ensured cost-effective strategies.
 - Monitored and reported on campaign performance, making adjustments as needed.
- Social Media Management
 - Managed social media accounts, including content creation, scheduling, and engagement.
 - Developed social media strategies to increase brand awareness and follower growth.
 - Developed and curated engaging content for various social media platforms (e.g., Instagram, Facebook)
- Brand Management
 - Ensured brand consistency across all marketing materials and communications.
 - Ensured all content was aligned with brand messaging and guidelines.
- Analytics and Reporting
 - Utilized analytics tools to track and measure marketing performance.
 - Analysed data to derive insights and make informed decisions.
 - Prepared detailed reports for stakeholders, highlighting key metrics.

Skills

Marketing:

- Social Media Marketing
- Content Marketing
- Email Marketing
- Brand Strategy

- Brand Positioning
- Brand Consistency
- Campaign Planning and Execution

Research Experience

Research Project

2024

Title: The Impact of Physical Attractiveness and Source Credibility of Influencers on Purchase Intention in Social Commerce: Applied Study on Gen Z

Supervisor: Dr. Ali Abou Ali

Research Committee: Dr. Ayman Bazzi and Dr. Rachel Saad

*Department of Marketing, Faculty of Business Administration
Beirut Arab University (BAU), Lebanon*

Awards

Honour Scholarship (Merit-based)

2021 – 2024

Beirut Arab University (BAU), Lebanon

Workshops

Unlocking Success: Empowering Mindset for Business Growth

2023

Mr. Wael Jaber, Beirut Arab University (BAU), Lebanon

Software & Language

Software:

- Social Media: Instagram, Facebook, LinkedIn, Snapchat
- Microsoft Office, Google Workspace
- Zoom, Microsoft Teams, Adobe Connect

Language:

- English: Native/Bilingual Proficiency
- Arabic: Native/Bilingual Proficiency