



# Ayla Nashef

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## Professional Summary

I'm fluent in both languages English and Arabic; however, I'm learning a third language which is French.

I'm open to learning new skills and new technologies needed for the job.

I follow the trends closely- always up to date- and I pay close attention to the consumer needs and wants to reach their absolute satisfaction.

My motto is happy customer, happy business.

## Employment History

**Honor list Certificate, LIU.**

**internship, karout mall. Beirut, Lebanon**

- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
- Use nondisciplinary tools and equipment such as a computer.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Select products or accessories to be displayed at trade or special production shows.
- Consult with product development personnel on product specifications such as design, color, or packaging.
- Compile lists describing product or service offerings.
- Advise business or other groups on local, national, or international factors affecting the buying or selling of products or services.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Initiate market research studies or analyze their findings.

## Education

**Lebanese international university ( LIU ), Biruit , Lebanon**  
BBA, Marketing, Jun. 2024

**Adventist School Mouseitbeh, Beirut, Lebanon**  
High School Diploma, Life science Degree

## Skills

Social media marketing

Data analysis

Mobile advertising

Project & Time management

MS office

Accounting : knowledge about basic accounting

Creativity : creative ideas and strategies after the analysis stage

Communication & Team work

Interpersonal skills : flexible at transforming feedback based on clients needs

Problem-solving : develop innovative solutions to potential challenges