

Amal Fadel

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EDUCATION:

Notre Dame Louaize University (NDU) - Zouk Mosbeh, Lebanon (2021 - present)
Bachelor's degree in Business Marketing (Senior standing)

EXPERIENCE:

Malia Group

Social Media Intern – HR Department (August 2023 - present)

- Handle the Official Social Media Pages of Malia Group (Instagram, Facebook, LinkedIn, TikTok) to promote Malia Group as employer of choice (Brand Awareness and Talent Attraction)
- Develop the Content Calendar of social media platforms weekly
- Shoot all videos and posts for social media presence
- Edit videos and posts using Canva and CapCut
- Create an engaging and captivating captions for related material
- Communicate proactively with all members of Malia Group, coordinate logistics and guide members in content execution
- Collaborate with the graphic team to maintain consistent visual identity across platforms

Summer Bootcamp - Marketing Program (June 2023 - July 2023)

- Explore the different marketing departments in Malia Group (Cosmaline, Ch. Sarraf and Co., Pharmaline)
- Present a Final Project: create a new product for Cosmaline

Olen bar

Phone Operator (August 2022 - October 2022)

- Provide excellent customer service for clients
- Manage daily reservations and rescheduling

EXTRA-CURRICULAR ACTIVITIES:

42 hours of Social Engagement with ADYAN (2019)

LANGUAGES: Arabic, English, French

SKILLS:

Skilled in using tools for designs and editing on Canva and CapCut

HOBBIES:

Boxing