

# Tania Abdo

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Tahwitet Furn el Chebbak, Lebanon

(Willing to relocate)

## PROFESSIONAL SUMMARY

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An aspiring marketing professional transitioning from an 8-year career in finance and accounting, now equipped with hands-on experience from a dynamic internship at Feel22. I bring a unique blend of analytical thinking, project ownership, and creative execution, developed through both my banking background and recent marketing exposure. During my internship, I led full 360° campaign simulations, contributed to real-world brand activations, contributed in content creation, and supported e-commerce operations. With a Master's degree in Finance and a growing portfolio of marketing certifications, I am now actively pursuing a full-time role where I can drive results through strategy, storytelling, and collaboration.

## WORK EXPERIENCE

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### Marketing Intern

Jan 2025 – May 2025

Feel22 • Dekwaneh, Lebanon

- Completed a full 360° marketing campaign simulation as a training task, including strategic planning, social media content creation, photoshoot briefing, and campaign presentation to the marketing team (for the following brands: Palladio and Estee Lauder)
- Worked on Shopify listings and ensured accurate product descriptions, pricing, and SEO optimization - Adding and adjusting A+ content
- Supported loyalty program enhancement with creative ideas to improve customer engagement
- Assisted in packing PR packages for brand promotions and events
- Prepared posts and stories for products and brand activations using Canva for design and creative assets
- Participated in team meetings and brainstorming sessions for ongoing marketing activities gaining exposure to real-time campaign development and team collaboration
- Actively supported Feel22's booth at the Beauty & Wellbeing Forum 2025 by:
  - Assisting with the setup of product displays and booth layout
  - Approaching, engaging and assisting visitors with event activations, the passport concept, and sales offers
  - Posting on personal social media to drive foot traffic and increase brand visibility
  - Helping with product packing at the end of the event

### Accountant

2015 - 2024

Lebanese Swiss Bank • Head Office Hamra, Lebanon

- Executed daily, weekly, monthly, and yearly data entries and transactions
- Provided external auditors and correspondents with figures and financial statements
- Prepared figures to be published in Journal, website, agenda, the annual report and Bankdata
- Prepared nomenclature for files to be automated

- Delivered accurate reports to Central Bank, The Banking Control Commission of Lebanon and Ministry of Finance, ensuring compliance and attention to detail
- Developed strong project ownership, precision, and deadline management skills

## CONTINUOUS LEARNING - CERTIFICATES

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<b>Fundamentals of digital marketing</b> Google	2024 - Present
<b>Google Project Management Professional Certificate</b> Coursera	2024
<b>Create and Design Digital Products using Canva</b> Coursera	2024
<b>Forward program</b> McKinsey & Company	2024

## EDUCATION

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<b>Masters in Finance</b> Saint Joseph University • Beirut, Lebanon	2012 - 2014
<ul style="list-style-type: none"> <li>• Senior year Master thesis – subject: Financing Small and Medium Enterprises SMEs by the Lebanese Banking sector</li> <li>• First year Master thesis – subject: The Sustainable development and CSR in the Lebanese Banking sector (grade: 16/20)</li> </ul>	
<b>BA in business and management</b> Saint Joseph University • Sidon, Lebanon	2009 - 2012

## SKILLS

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- **Marketing Skills:** Digital marketing, content creation & copywriting, Social media management, Campaign Strategy
- **Technical Skills:** Canva, CapCut, Shopify, Instagram, Facebook, Microsoft Office
- **Soft Skills:** Communication & collaboration, creative thinking, time management, attention to detail

## Languages

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- English (Intermediate – IELTS Band 7.5), French (Intermediate), Arabic (Native)