

Maria A. Saade

Beirut, Lebanon | +961 81283812 | mariia.saadee@gmail.com

EDUCATION

Lebanese American University, Beirut, Lebanon

Expected graduation May 2025

Bachelor of Fine Arts in Media Communication

Minor in Business

CGPA: 3.9

Related courses: Public Relations, Media Relations, Crisis Communication and Conflict Management, Introduction to Marketing, Introduction to Management, Digital Media Design.

WORK EXPERIENCE

Commercial Department Internship

Middle East Airlines, Beirut, Lebanon

July 2024- Aug 2024

- Developed insights into sales and revenue management in the airline industry.
- Utilized social media tools to track brand awareness, sales performance and spam activities.
- Supported campaign management and conducted research on KPIs for the training center.
- Explored cargo and traffic services and conducted research on event management.

Journalism Internship

Annahar Newspaper, Beirut, Lebanon

May 2024- July 2024

- Composed and edited articles on a variety of topics including international relations, conflicts, political and international events, ensuring clarity and engagement.
- Crafted compelling messages and attractive headlines and provided context for articles under the mentorship of seasoned journalists.

Touristic Guide

Chateau Ksara, Zahle, Lebanon

Jun 2023- Sep 2023

- Conducted informative and engaging winery tours, educating visitors on winemaking and the winery's history.
- Hosted wine tastings, offering educational experience on different wine varietals and flavors.

Wedding Planner Assistant

Hoven Group, Anjar, Lebanon

March 2022- Sep 2022

- Assisted with timeline planning and execution of wedding events, ensuring seamless coordination with vendors.
- Provided on-site support during weddings to manage event flow and address any issues that arose.

CERTIFICATIONS

- Career Bridge Training - Michel Daher Social Foundation *Nov 2021- Dec 2021*
- DELF B2
- TV Presenting Workshop with Nabila Awad *Apr 2024*
- Psychological First Aid for all: An introduction – IFRC Learning Platform *Jun 2024*

EXTRACURRICULAR ACTIVITIES

- **Member of the Red Cross, youth and health sector** *2023-Present*
- **Member of the Real Estate and Consulting Clubs** *2023-Present*
- **Lululemon Omnichannel Marketing Job Simulation on Forage** *Oct 2024*
 - Developed a digital and omnichannel marketing strategy for Lululemon, including an integrated plan and creative brief.
 - Conceptualized a new digital product/customer experience tailored to the technical athletic apparel market.
 - Created hypothetical local ambassador profiles, analyzed key metrics from an ambassador campaign, and communicated insights to optimize marketing performance.
- **Moreton Bay Regional Council Careers in Tourism: Event Operations Job Simulation on Forage** *Oct 2024*
 - Completed a job simulation that enabled me to explore what it's like to work in event operations in the tourism industry.
 - Learned how to structure effective communications.
 - Gained an understanding of the purpose of a Run Sheet and how to develop one.

LANGUAGES AND SOFT SKILLS

- **Languages:** Arabic (Native), English and French (Proficient)
- **Computer skills:** Proficient in Microsoft Office (Word, PowerPoint), Adobe Creative Suite
- **Soft Skills:** Leadership, Negotiation, Interpersonal and Effective Communication, Public Speaking, Team building skills, Data Analysis, Critical Thinking
- **Specialized Skills:** Strong writing and editing skills, Social Media Management, Media Relations, Market research, Written and Verbal Communication