

Douaa Shamly

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Education

Bachelor of Science in Business-Information Technology Management Emphasis
Lebanese American University, LB

Aug 2021-June 2024
CGPA: 3.61/4.0

Experience

Commission-Based Salesperson, *Loris Perfume, Dermokil*

September 2024 – November 2024

- Converted leads into sales by understanding customer needs and maximizing revenue through upselling strategies.
- Managed and grew an Instagram page as a commission-based salesperson, leveraging Instagram Ads to strategically promote posts and drive sales.

TikTok Content Creator, *Douaacreates*

August 2024 – Present

- Managed and produced engaging social media content, enhancing brand visibility and audience interaction on TikTok reaching over 5,000 views.
- Identified emerging social media trends on TikTok and developed creative ideas to increase audience engagement and boost content visibility.

Community Manager Intern, *Chain of Education*

October 2023 – April 2024

- Conducted interviews and evaluated profiles of internship and volunteer candidates, identifying the best-fit talent for various roles.
- Managed and created social media content, boosting followers by 54% within five months, from 650 to 1,000.

Customer Service Representative Intern, *AMIDEAST*

March 2023 – August 2023

- Worked cross-functionally with departments to develop and deliver effective program initiatives.
- Streamlined client-related administrative tasks such as client logs, scheduling, and new intern onboarding.

Member, *Fayha National Choir*

January 2024 – Present

- Collaborated with a team of singers to perform at national events and concerts, enhancing audience engagement and event atmosphere.
- Strengthened communication and teamwork through regular rehearsals, contributing to seamless, high-quality performances.
- Worked closely with the choir conductor and members to ensure a cohesive and impactful musical experience.

Skills

Languages: English, Arabic

Technical Skills: Data Analytics, Artificial Intelligence Concepts (Emotion AI Basics, AI and Creativity, etc...), Database Structure and Design, ERP Basics, Content Creation, SEO, trend analysis, social media analysis,

Computer Skills: Microsoft Office (Word, Excel, Access), CapCut, Google Docs and Sheets, Power BI, Tableau, Alteryx, Chatgpt, Tiktok, Instagram, SQL Basics, Canva.

Projects

Burger King-ABC Database Design

Aug 2023 – Dec 2024

- Partnered with the Burger King-ABC Verdun team to develop a hypothetical management system, interviewing stakeholders to gather requirements.
- Created and refined business rules, an ER diagram, and implemented the design using SQL to streamline data management.

ERP Sustainable Fashion Project

Nov 2023 – Dec 2024

- Led branding efforts by designing the project logo, aligning social presence, and integrating ERP insights for enhanced market reach.
- Contributed to sales and marketing strategies that highlighted our mission of sustainable fashion, ensuring cohesive branding.

Awards and Certifications

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| Certificate of completion of the 2-day cybersecurity workshop | 2023 |
| Coordinated and Completed a Community Service Project on Road Safety | 2023 |
| Google Course: Data, Data, Everywhere Completion | 2024 |
| PwC Digital Heroes: Data Analytics Training Program Completion | 2024 |