

MARIE NOËL EL HELAYEL

DETAILS

ADDRESS

Baabda
Lebanon

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SKILLS

Fast Learner

Ability to Multitask

Problem Solving

Customer Service

Teamwork

Time Management

Leadership

Microsoft Office

Project Management

Marketing Strategy
Development

Brand Management

Campaign Management

Content Creation

Public Relations

Market Research

Event Planning and
Coordination

Client Communication and
Relationship Management

Creative Problem Solving

Team Leadership and
Collaboration

Human Resources
Knowledge

Digital Marketing

Advertising Campaign
Management

PROFILE

Experienced advertising and marketing professional with a strong background in creating and managing successful campaigns. Skilled in developing marketing strategies, market research, and brand management. Also experienced in HR, corporate communication, and public relations, adding value to internal and external brand efforts. A creative thinker with a track record of delivering results through collaboration and innovative solutions.

EMPLOYMENT HISTORY

Radio Liban Beirut - Interviews

Apr 2019

- Invited by Radio Liban Beirut to share my experience as a student.
- Gave advice on choosing the right major.
- Discussed university life and its challenges.
- Participated in games and interactive questions with the audience.
- Created an engaging and enjoyable experience for listeners.

Faddoul Printing Service - Marketing Manager

2020

- Communicated with clients to understand their needs and promote services
- Designed billboards for companies and flyers for schools
- Developed and managed marketing campaigns to attract new customers and grow the company

XPCT Agency - Head of Marketing

2021 — 2022

- Leading the team and managing 30+ projects
- Plan marketing strategies and campaigns
- Maintain client relationships and communication
- Create designs and videos for projects
- Organize and manage project files to ensure smooth execution and client satisfaction

Holmed Group - Marketing Department

2023

- Managing projects for big companies
- Created designs, videos, and marketing strategies
- Planned and organized a product launch event, including inviting influencers
- Ensured smooth execution of events and campaigns
- Developed marketing plans and delivered results for clients

Forex Trading Institution - Head Of Marketing

2022 — 2024

- Leading the marketing team
- Developed strategies to attract clients and build the brand's online presence
- Managed projects including videos, designs, and marketing campaigns
- Organized webinars and events to engage clients and promote the brand
- Ensured all marketing efforts aligned with company goals

Copywriting and Messaging

Brand Identity Development

Graphic Design

Social Media Content Planning

Video Editing

Customer Relationship Management

Data Analysis and Reporting

Crisis Communication

Creative Direction

Market Segmentation

Brand Strategy and Positioning

LANGUAGES

Arabic

French

English

Treasures Funding - Head Of Marketing and Design

2023 — 2024

- Managing projects throughout their entire process
- Developed marketing strategies to promote the academy and attract new clients
- Handled branding, designed logos, and ensured consistent messaging across all materials
- Created social media posts, promotional items, and videos to showcase the academy's services
- Managed marketing campaigns, tracked results, and made adjustments for improved performance
- Ensured all efforts aligned with the academy's goals and strengthened its brand

EDUCATION

Sociology and Economics, Collège Notre Dame Des Soeurs Antonines

2019

BA Degree In Advertising & Marketing Communications, Lebanese University - Faculty Of Information II

2019 — 2022

- Created and ran marketing strategies to promote products and services
- Studied consumer behavior, market research, and audience targeting
- Designed advertising campaigns for digital, print, and media platforms
- Learned brand management and how to build and maintain brand identity
- Explored public relations, media buying, and campaign performance measurement
- Gained a solid understanding of effective communication and driving business results

M1 in Corporate Communication & Public Relation, Lebanese University - Faculty Of Information II

2023 — 2024

- Studied HR and Corporate Communication in Master 1
- Learned recruitment, employee relations, and performance management in HR
- Developed communication strategies to improve employee engagement and workplace culture
- Focused on managing a company's public image and creating effective messaging in Corporate Communication & PR
- Gained experience in media relations and developing internal communication plans
- Built strong relationships with stakeholders to maintain the organization's reputation

M2 Digital Marketing, Lebanese University Deanship

EXTRA-CURRICULAR ACTIVITIES

Spreading Ecological Awareness In Local Communities And Volunteering In Recycling

2017 — 2019

- Organize workshops to promote eco-friendly practices
- Set up recycling stations in local communities
- Participate in events and deliver speeches to encourage greener habits