

Karine Serhal

E-mail: karineserhal.w@gmail.com - Contact: +961 70845277

EDUCATION

2020-2023 **Lebanese American University (LAU) - Beirut, Lebanon**
Bachelor of Science in Business Studies, Emphasis in Marketing | Honors

EXPERIENCE

02. 2024-07.2024 **L'Oréal Paris (Beirut, Lebanon)**
Marketing Intern:

- Orchestrated end-to-end management of multiple product launches, including events, activations, and the initiation of viral beauty trends.
- Amplified brand visibility through innovative influencer collaborations, resulting in over 2.7 million impressions from a single TikTok video.
- Utilized influencer metrics analysis to optimize ROI from collaborations and content creation.
- Fostered partnerships with e-commerce platforms for efficient shoot planning, product bundling, and the enhancement of product detail pages.
- Cultivated strong relationships with suppliers and design teams to oversee the creation of gifts-with-purchase, PR boxes, and POSM remodeling.
- Ensured the accuracy and integrity of online product descriptions.
- Managed product orders and inventory at the warehouse.

08.2022-09.2022 **McDonald's, Lebanon (Beirut, Lebanon)**
Intern:

- Presented innovative strategies to increase awareness of the McDonald's mobile application, targeting expatriate audiences.
- Collaborated with social media agencies to execute promotional campaigns for new products and discounts, driving engagement through strategic posts.
- Conducted detailed analysis of monthly sales reports and guest counts per branch, evaluating the effectiveness of product campaigns.

06.2019-05.2024 **ZONTA INTERNATIONAL (Beirut, Lebanon)**
Volunteer:

- Established the Cedar Z club, a youth-focused NGO dedicated to women empowerment.
- Organized several events for breast cancer patients and underprivileged children.

GENERAL INFORMATION

Languages: English (Fluent), Arabic (Fluent), (French (Beginner).

Skills: Organization – Communication - Time Management - Social Media Management – Marketing Strategy – Creativity- Online Merchandizing- Brand Management- Product Marketing-Traditional Marketing- Advocacy- Integrated Marketing.

Hobbies: Traveling – Reading – Photography.

EXTRACURRICULAR ACTIVITIES / CERTIFICATIONS

- Model United Nations
- Winner of the LAU x Unilever Marketing Strategy Competition.
- Fundamentals of Digital Marketing Certificate by Google.
- Google Ads Creative Certificate.
- CITI Program Researcher Certificate.