

Mariana Moussa

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EDUCATION

American University of Beirut (AUB), Beirut, Lebanon August 2021 - Jun 2024

- Bachelor's degree in business administration (BBA) with a graduating GPA: **3.85 out of 4.0 (with distinction)**
- **Marketing Concentration**
- **Relevant courses taken:** Principles of Marketing, Luxury/Fashion Marketing, Social Media in Digital Management, Consumer Behavior, Marketing Communications, Digital Marketing Computer Science for Business.

PROFESSIONAL EXPERIENCE

Impact BBDO, *Client Servicing Intern*

June 2023 - July 2023 (2 mos.)

- Helped in managing client relationships and ensuring seamless communication across several departments including strategy, creative, production, and social media.
- Developed and created detailed task, creative, and design briefs that facilitated clear and effective communication of project requirements to internal teams.
- Contributed to the development and execution of both offline and online campaigns aimed at raising brand awareness. This included coordinating with creative teams and monitoring campaign performance.
- Engaged in and presented comprehensive pitches to account managers that included market research, industry insights, and competitive analysis for clients in different industries.
- Assisted in collecting and analyzing client feedback to ensure continuous improvement of services and client satisfaction.
- Assisted in managing content calendars for clients, ensuring timely delivery and alignment with overall marketing strategies.
- Took part in creative review sessions, providing feedback and suggestions to enhance the quality and effectiveness of creative outputs through working closely with internal teams to brainstorm and develop innovative ideas for campaigns and client pitches.

Trust Compass Insurance, *Marketing Intern*

July 2023 (2 weeks)

- Managed various administrative tasks such as scheduling meetings, organizing files, and maintaining records to ensure efficient office operations.
- Collaborated with various departments to understand their specific needs and challenges and provided marketing support tailored to each department's requirements.
- Supported the planning and execution of company events and promotional activities, ensuring smooth operations and positive client experiences.

ADDITIONAL CERTIFICATIONS

Fundamentals of Digital Marketing – Google Certification

- Gained expertise in search engine optimisation (SEO) and search engine marketing (SEM) to enhance website visibility and traffic.
- Learned how to create engaging content and leverage several content marketing strategies to attract and retain customers.
- Understood the fundamentals of email marketing, including creating effective email campaigns, segmenting audiences, and measuring campaign success.
- Learned about different forms of online advertising, such as pay-per-click (PPC) and display advertising.

EXTRACURRICULAR EXPERIENCE

- Won 3rd Place at the Red Academy Competition held by Ogilvy at the American University of Beirut (02/2024-03/2024)

SUMMARY SKILLS

Languages: English (Fluent) and Arabic (Native)

Technical Competencies: Microsoft Office: Word, Excel, PowerPoint - Canva

Interests: Shooting Vlogs, Reading & Writing, Watching & Analyzing Football games