

Lana Hamdan

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Objective

Applying for a summer internship in the marketing field.

EDUCATION

Lebanese American University (LAU), Beirut, Lebanon

Sep 2023 – Expected in May 2026

Bachelor of Science in Business Studies – Marketing emphasis

CGPA 3.8/4.0

RELATED COURSES:

Social media marketing

Consumer behavior

Computer applications

Lycée Makassed Khadija El Kobra, Beirut, Lebanon

Jul 2023

Lebanese Baccalaureate – Life science

Projects at LAU

Alvin D'Or Marketing Project

Sep – Dec 2024

- Spearheaded a marketing initiative for Alvin D'Or, targeting young women aged 18-24.
- Conducted market research, surveys, and interviews to analyze consumer preferences and behaviors.
- Designed promotional materials, including a refreshed logo, billboard campaign, and influencer-focused packaging.

Murjan Social Media Marketing Project

Jan – May 2024

- Directed social media campaigns for Murjan, a men's swimwear brand, to boost brand awareness and sales.
- Created engaging content, optimized ads via Facebook Ads Manager, and prepared performance reports highlighting key results.

Effective Leadership in the Digital Era

Sep – Dec 2023

- Explored leadership evolution through the journey of Tey El-Rjula, founder of FLUUS.com, and AI integration in leadership.
- Gained insights from Jonathan Hallmark, Head of Client Solutions at TikTok, for real-world perspectives.

EXTRA-CURRICULAR ACTIVITIES

Member – Public Speaking – LAU

Sep – Dec 2024

Volunteer – Beirutopia

Jan – May 2024

Member – Social Work – LAU

Jan – May 2024

Member – Event Organization Clubs – LAU

Jan – May 2024

Certifications

Digital Marketing – HubSpot

Apr 2024

Content Creation: Strategy and Tools - LinkedIn

Jan 2024

Essential Skills for Social Media Managers - LinkedIn

Jan 2024

Marketing: Copywriting for Social Media – LinkedIn

Jan 2024

Social Media Marketing Foundations – LinkedIn

Jan 2024

Social Media Marketing Strategy: TikTok and Instagram – LinkedIn

Jan 2024

Social Media Marketing: Strategy and Optimization – LinkedIn

Jan 2024

Social Media Stories: Creative Strategies and Tips – LinkedIn

Jan 2024

Ideas That Resonate - LinkedIn

Dec 2023

Mobile Photography and its Applications - M3aarf Platform

Jun 2022

Les Secrets du Leadership - USJ Business School

Mar 2021

SKILLS

Computer Literacy: Canva, Microsoft office (PowerPoint, Word, Excel & Outlook), AI Integration

Languages: English, French and Arabic (fluent), Turkish and Russian (beginner).