



# Tiya kouzaiha

## Business - Marketing

### ABOUT ME

Currently pursuing a Master's degree in Digital Marketing at KEDGE Business School in Marseille, I am eager to bring my skills and enthusiasm to a professional setting. I am actively seeking a minimum 4-month internship opportunity, starting in May 2025, where I can contribute to innovative marketing strategies and further develop my expertise in the digital marketing field.

### CONTACT

#### Phone

+33760066533

#### Email

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#### Address

Rue Haxo , marseille  
13001, France

### SKILLS

- Microsoft Office
- Strategic marketing planning
- Brand communication
- Social media management
- Campaign management
- Content creation

### LANGUAGES

- **Arabic** (Native)
- **English** (Advanced)

### CERTIFICATES

October 2023

- **Certificate in digital marketing**  
CIS College  
Tripoly - Lebanon

### EDUCATION

- 2024 - 2025  
**MSc 1 digital marketing**  
kedge business school  
Marseille - France
- 2021 - 2024  
**BS in Businiess - Marketing**  
Lebanese American University  
Byblos - Lebanon
- 2019  
**Baccalaureate in Economics**  
Sainte - Famille high school  
Tripoli - Lebanon

### EXPERIENCE

- Sep - Dec 2023  
**Al fattal - Bio OIL, Lebanon**  
**Consumer behavior course - LAU**
  - Conducted qualitative marketing research and situational analysis.
  - Led the launch of a marketing campaign to achieve company objectives: increase awareness, boost sales revenue, and drive website traffic.
  - Developed engaging social media content and collaborated with influencers.
  - Organized educational events to bolster brand reputation.
  - Provided recommendations to align the website with the brand image
- Jan - March 2024  
**Hosri insurance services, Lebanon**  
**Marketing strategy course - LAU**
  - Conducted qualitative marketing research and situational analysis.
  - Led the launch of a marketing campaign to achieve company objectives: build brand awareness, boost sales, and attract more customers.
  - Developed engaging social media content and collaborated with influencers.
  - Provided recommendations to launch a website and an application to improve customer service.