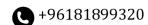
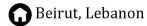
# ELIANA ABOUSALHAB

## **CONTACT:**



🖊 eliana.aboualhab@lau.edu





#### **EDUCATION:**

# Lebanese American University (LAU), Beirut, Lebanon

CGPA 3.2/4.0

Bachelor of Science in Business Studies- Marketing

#### **RELATED COURSES:**

Marketing Strategy Social Media Marketing Retailing and Merchandising E-Marketing Marketing Analytics Marketing Research

Consumer Behavior Hospitality Marketing

#### WORK EXPERIENCE

# Freelance Digital Marketing

Since Feb 2025

- Manage social media marketing and online sales strategies for small businesses.
- Create marketing campaigns that increase brand awareness and customer engagement.

Diffa Group May 2024 -present

- Welcomed and assisted guests at high-profile events.
- Managed seating arrangements and provided customer service..

### Jo Malone London, Pop-up Store

Dec 2024- Feb 2025

- Assisted customers in selecting luxury fragrances and beauty products.
- Managed inventory, restocking, and visual merchandising.
- Processed transactions and handled customer inquiries efficiently.

#### **Layla Lebanese Restaurant**

April 2023 - Oct 2023

- Managed guest seating and assisted with reservations.
- Provided a welcoming atmosphere for diners.
- · Coordinated with the waitstaff to ensure smooth service.

#### **EXTRACURRICULAR ACTIVITIES**

Rotaract Beirut Cosmopolitan \_ Beirut, Lebanon Jan 2025- present Lebanese Spotlight Volunteer - Beirut, Lebanon Jan 2025 - present

Beirut Marathon, Volunteer and Assistant Coach Nov 2022 **United Nations Development Program (UNDP)** Sep 2021

#### **CERTIFICATES**

RYLA Lebanon - District 2425	April 2025	
Digital Marketing Intensive Course-CDP Accredited, Gradezilla Academy	Jan 2025	
Social Media Marketing, Hootsuite Academy	2025	
Hootsuite Platform, Hootsuite Academy	2025	
AI in Digital Marketing Workshop, LAU & TALENTDU	Jan 2025	
Digital Marketing Certified, Hubspot Academy	2024	
Inbound Marketing Certified, Hubspot Academy	2024	
Graphic Design, Cis College	2022	

## **SKILLS**

Leadership Design **Video Editting** Microsoft Word / Excel /Powerpoint Collaboration **Content Creation** 

#### **LANGUAGES**

**English** Fluent Arabic Native