

JOUDI BAROUDI

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EDUCATION

(2022-2025)

BA IN COMMUNICATION, LEBANESE AMERICAN UNIVERSITY (LAU)

CGPA: 3.8

Relevant Course Work: Public Relations, Advertising, Marketing, Crisis Communication, Media Law & Ethics, Digital Media Design, Writing for Advertising and PR, Advanced Public Speaking.

EXPERIENCE

Content and Communications Specialist

Lebanese American University

Department of Communication, Mobility, & Identity (CMI)

Beirut, Lebanon (Hybrid)

November 1st 2024 – May 30th 2025

- Design and manage the department's digital identity and presence across social media.
- Create and distribute engaging digital content to document activities and achievements.
- Develop promotional materials, including social media campaigns and brochures for programs.
- Maintain a catalog highlighting department offerings and coordinate distribution.

Marketing Intern

TRIBL AB

Stockholm, Sweden (Remote)

June 3rd 2024 - July 31st 2024

- Crafted creative social media copy, driving engagement and follower growth.
- Conducted competitor analysis to support strategic planning.
- Published SEO-optimized articles to enhance website visibility and traffic.

Communication Specialist & Social Media Manager

Yazbeck Medical – Idun Minerals

Beirut, Lebanon (Remote)

November 13th 2023 - April 19th 2024

- Managed and created content for social media for Yazbeck Medical, exclusive distributor of IDUN Minerals in MENA.
- Designed and implemented communication strategies and PR campaigns.
- Increased brand awareness through engaging content and proactive outreach.

SKILLS

- Marketing Strategies & Advertising Analysis
- Creative Thinking & Analytical Skills
- Interpersonal Communication & Advanced Public Speaking Skills
- Crisis Management & Risk Mitigation
- Social Media Management & Content Creation
- Basic Adobe Editing Skills