



NIJAD IBRAHIM KALACH

UNDERGRADUATE - BBA - AUB

PROFILE

Aspiring Digital Media Specialist with a strong foundation in digital trends and technologies. Currently pursuing a Bachelor's degree at the American University of Beirut. Leveraging certifications from industry leaders like Snap, Google, and Meta to build a robust skill set and drive impactful campaigns.

WORK EXPERIENCE

Suliman S. Olayan School of Business at AUB MAR 2025 - MAY 2025 Marketing Team Member — OSB Gala

- Supported the OSB Gala marketing team by promoting and coordinating ticket sales across campus and online platforms. Developed outreach strategies to boost event visibility, identified key audiences, and optimized timing for maximum engagement and sales conversion

AUB Marketing Club MAR 2025 - APRIL 2025 Sub-Cabinet Member, Marketing

- I create and manage content to promote events and career opportunities for business students. This role helps me develop skills in content creation, social media strategy, and digital marketing.

AUB Business Student Society (BSS) OCT 2024- MAY 2025 Sub-Cabinet Member, Marketing

- As a Sub-Cabinet Member of Marketing at the AUB Business Student Society, I create and manage content to promote events, workshops, and career opportunities for business students. This role helps me build skills in social media management, digital marketing, and content strategy.

Roumi & Rizk General Trading / Contracting JUN 2023- OCT 2024 Web Development Consultant

- Collaborated with Roumi & Rizk to develop a client-centric website. This WordPress-based platform includes a secure client login page, ensuring a tailored and confidential experience for their clients.

Hayyak Parking SEP 2022 - DEC 2022 Website Development and Digital Marketing Associate

Renato Fashion JUL 2022 - SEP 2022 Online Marketing Specialist

Karon Marine NOV 2020 - FEB 2021 Digital Marketing and Web Development Consultant

CERTIFICATIONS

- Meta Introduction to Social Media Marketing
- X Ads Manager Fundamentals Badge
- Google Foundation of Digital Marketing and E-Commerce
- Meta Business manager: Billing, payments and tax Information
- Meta Business Manager : Collaborative Ads
- Snapchat Ads Manager Campaign Activation
- Snapchat Advertising Essentials
- Google Fundamentals of Digital Marketing
- Google Ads - Measurement Certification

CONTACT

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EDUCATION

2024-2027
AMERICAN UNIVERSITY OF
BEIRUT

- Bachelors in Business
Administration

2022-2024
LYCÉE FRANÇAIS DE MASCATE

2009-2022
LYCÉE FRANÇAIS DE KUWAIT

SKILLS

- Content Strategy
- Social Media Marketing
- Digital Campaign Management
- Meta Ads Manager
- Google Analytics
- Audience Segmentation &
Targeting

LANGUAGES

- English (Fluent)
- French (Fluent)
- Arabic (Fluent)
- Spanish (Basic)

AWARD

- Entrepreneurship Award – 3rd
Place, AUB Business Summer
Program (2023)