

Elissa Abou Mrad

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Junior marketing coordinator

Marketing graduate and freelance content creator with a passion for digital strategy and brand storytelling. Seeking to apply my skills in social media and content marketing to help brands grow and connect with their audience.

WORK EXPERIENCE

Freelance

Jan 2024 – Present

Social Media Specialist & Content Creator

- Produced and published location-based content spotlighting new cafés, hotels, and hidden gems
- Filmed and edited dynamic UGC reels featuring on-site walkthroughs, immersive venue tours, and “day in the life” city guides
- Collaborated with small businesses to build their brand identity through consistent visual themes and storytelling.

Whish Money

Dec 2024 – May 2025

Junior Customer Service Representative

- Processed financial transactions (deposits and withdrawals) with a high degree of accuracy, ensuring a smooth and secure customer experience.
- Strengthened customer loyalty by building positive relationships.
- Provided detailed explanations of service benefits and features to customers, assisting them in making informed decisions.

Water Sanitation and Conservation (WSC) project funded by USAID Capacity Building and Training designer Intern

Dec 2023 – Jun 2024

- Created and managed social media campaigns related to water awareness and training programs.
- Participated in content strategy, reporting, and data analysis.
- Supported WSC's team during field visits and Water Establishment trainings.
- Prepared and executed training programs for Water Establishments employees in Lebanon.

Gary Zambakjian, 10x Licensee Business Coach and Consultant

Feb 2023 – Sep 2023

Marketing and assistant coordinator

- Developed, executed, and evaluated engaging content across social media platforms, enhancing online visibility.
- Supported strategic planning efforts to align digital content with business goals.
- Managed client communications, handling payments, membership renewals, and contract preparation.

Jeunesse Global – Accelerate Team

Jan 2022 – Jan 2023

Event Organizer Assistant

Hilton Habtoor Lebanon

- Managed event schedule and ensured seamless execution of tasks.
- Successfully handled e-ticketing, event logistics, and hostess management (event hosting 1500 attendees)

Event Coordinator

Hilton Habtoor Lebanon

- Oversaw participant registration, payment tracking, and e-ticket distribution.
- Maintained clear communication with attendees and managed their inquiries effectively.

EDUCATION

Bachelor in Business Administration – Marketing And Management

Antonine University • GPA: 3.7/4

Hadat, Baabda • May 2025

Baccalaureate in Economics & Sociology (ES) in Economics & Sociology (ES)

Ecole Saint Jean Baptiste de la Sainte Famille Maronite

May 2022

CERTIFICATIONS

Build your own brand

udemy

May 2025

Digital Marketing course

udemy

May 2025

Six Months Internship in Designing Trainings on Water Conservation

USAID

Apr 2024

Work Ready Now Course

USAID

Jan 2024

AWARDS & SCHOLARSHIPS

Student Representative

Antonine University – Baabda Campus

SKILLS

SOFT SKILLS

- Attentiveness
- Communication Skills
- Customer Service
- Goal Oriented
- Multi – Tasker
- Problem-Solving
- Time- Management

TECHNICAL SKILLS

- branding
- content creation
- Meta Ads
- Social Media Management
- storytelling
- Videography

COMPUTER SKILLS

- adobe
- canva
- capcut
- Google Workspace
- MS Office

LANGUAGES

- Arabic – Native
- English – Fluent
- French – Fluent