

Fatima Khalife

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EDUCATION

Lebanese American University (LAU) Beirut, Lebanon
BS in Business Studies – Marketing emphasis

Aug 2022 – Expected Dec 2025

EXPERIENCE

LAU

Marketing Department Student Assistant

Sep – Oct 2025

Peer Mentor

Aug – Oct 2025

Support first-year students by guiding them through class registrations, campus life, career exploration, and study strategies.

ITP Media - Junior Performance Marketing Assistant

Jul – Sep 2025

Build paid campaigns from scratch, media planning and budget allocation, performance tracking and reporting, using tools such as Meta Ads Manager, Google Ads and TikTok Ads Manager

VOLUNTEERING ACTIVITIES

LAU

Newsletter Writer

Collaborated with a team of writers to produce content for the 10th issue of the newsletter electronically published by the Lebanese American University titled “6th Floor News”.

Content Creator

Filmed an Instagram awareness video for @laupharmacy in collaboration with the co-curricular activities media committee at the LAU School of Pharmacy.

Lebanese Pharmacist Student Association (LPSA) - Reporter

Collected data and documented to find areas for improvement.

WORKSHOPS AND TRAININGS

LPSA - Capacity building workshop

Jan 2024

LAU

Workshops

Character Development

Dec 2022

Know Thyself

Mar 2022

Webinars - Overcome Life challenges

Nov 2021

Digital Opportunity Trust - Microwork Workshop

May - Jun 2021

Completed professional training in self-marketing, communication, customer service, leadership, problem solving, and digital proficiency (Google Suite), with emphasis on work ethics and gender equality.

COMPUTER SKILLS & LANGUAGES

Computer skills: Proficient in Microsoft Office, Canva, and Google Suite

Languages: Fluent in spoken and written English and Arabic

CERTIFICATES

HubSpot - HubSpot Inbound Marketing Certification

Mar 2025

CITI Program - Social and Behavioral Responsible Conduct of Research

Feb 2025