

# Gayelle Moukarzel

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## Marketing Specialist

Motivated marketing professional passionate about combining creativity with strategic thinking to deliver impactful, results-driven campaigns. Having completed all academic coursework for my MSc in Digital Marketing and Omnichannel Strategy at Montpellier Business School, I am now seeking a marketing internship to finalize my degree. I am eager to apply my skills across brand development, campaign planning, market research, content creation, and performance analysis to support innovative projects and drive meaningful business growth within a dynamic organization.

## Education

### Montpellier Business School

France

#### Master of Science in Digital Marketing and Omnichannel Strategy (Bac +5) – 2024-2025

*This program has allowed me to master essential skills in areas such as Digital Marketing Strategy, Data Analysis, Customer Experience Management, and Omnichannel Strategy.*

- Developed a storytelling project on "Station Sucrée" which received a perfect score of 20/20 for its creativity and execution
- Demonstrated high proficiency in data analysis, resulting in informed decision-making
- Conducted UX/UI evaluations, performed A/B testing, and analyzed key performance indicators (KPIs) to provide data-driven recommendations that enhanced user experience and increased engagement during the Customer Experience Management (CEM/CXM) course
- Led a rebranding project for a wine brand, utilizing Adobe Illustrator and Photoshop to create a refreshed visual identity, earning recognition for creativity and execution.
- Collaborated on a marketing challenge for "Dufour Yachts," developing strategies to enhance digital brand presence and market reach.

### Notre Dame University Louaize

Lebanon

#### Bachelor of Science in Nutrition and Dietetics "Distinction" (2021)

- Licensing from the Ministry of Public Health received in April 2022

#### Bachelor of Science in Biology (2019)

Saudi Arabia

### Multinational School Riyadh

A & As levels (2013-2015): Biology, Mathematics, and Physics

IGCSE (2011-2013): Mathematics, English literature, English language, second language Arabic, Information and Communication Technology (ICT), Physics, Biology, and Chemistry.

## Professional Experience

### Freelance Online Dietitian and Content Creator

2022-2024

- Developed and implemented social media strategies, increasing engagement and brand awareness.
- Provided online consultations to clients via video/audio calls and conducted constant follow-ups every 2 weeks.
- Created 150+ educational social media content to promote healthy eating habits for Instagram and TikTok.
- Analyzed audience insights and adapted content strategies for improved reach and conversions.

### Clinical Dietitian and Social Media Manager – One Health Clinic Lebanon

2023

- Assessed 15 clients daily, providing personalized meal plans tailored to individual health needs.
- Conducted regular follow-ups to ensure adherence and improve dietary outcomes, achieving a 90% success rate.
- Developed expertise in customer relationship management and personalized marketing.
- Managed the clinic's social media presence, creating content to promote services and increase client engagement.

### Dietetic and Food Safety Intern – Bellevue Medical Center Hospital Lebanon

2021

- Managed patient nutrition plans and coordinated with multidisciplinary teams to enhance patient outcomes.
- Ensured compliance with food safety regulations and hospital standards.
- Developed patient education materials to promote dietary adherence.

## **Training programs/courses and attendance of conferences**

### **Nestlé x L'Oréal Youth Empowerment Program (2023)**

- AI Mastery, Empowering Entrepreneurs, Sustainability, and Power of Data

### **Clinical Dietitian Training Program – DICE (2023)**

- Advanced Nutrition, Gut Health, Emotional Eating, and PCOS

### **Saint George Hospital University Medical Center – A Healthier Future (2023)**

- Challenges in Pediatric Nutrition

## **Skills**

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- Languages: bilingual fluent in English (ILETS: 7.5/9, C1) and Arabic.
- Content Creation: writing, design, storytelling, and campaign conception.
- Excellent computer skills: Microsoft Office Suite, Canva, Capcut, SPSS, CRM tool: Hubspot Adobe Illustrator, Google Analytics, and Photoshop.

## **Hobbies**

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- Cooking: Passionate about creating and experimenting with new recipes.
- Health & Wellness: Committed to promoting healthy lifestyles through digital platforms.
- Fitness & Sports: Engaged in fitness training and yoga.
- Travel: Exploring diverse cultures and culinary traditions.