

LYNN HAMAD

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PROFILE

A fourth year marketing student at EDHEC Business school, with hands-on experience in content creation, social media engagement, and influencer outreach. Proficient in social media and TikTok trends. Seeking a 6 month marketing internship to apply and grow my marketing skills.

EXPERIENCES

Marketing Intern, Lemonade Fashion - Beirut

2024.09 - 2025.01

- Developed social media content, conducted SEO research, and supported influencer collaborations to enhance brand engagement.
- Assisted in optimizing the app's Discover page, improving user experience and adapting content for different markets (UAE, KSA).
- Gained practical experience with CMS tools, dynamic content management, and event planning for brand promotion.

Marketing Intern, Highway Ventures - Beirut

2024.06 - 2024.08

- Created Instagram posts and short-form videos to promote products.
- Helped grow the brand's social media presence through consistent posting.

Head of Event Committee, EDHEC Association

2022-2024

- Led a team in planning and executing monthly internal and external events.
- Demonstrated strong organizational skills to ensure the success of various events, fostering a sense of community among members

EDUCATION

BBA, EDHEC Business School

2022.09 - present

- 4th year
- Marketing Intelligence & Innovation

Certifications

- Google Analytics - 2025
- Inbound Marketing, Hubspot - 2025

OTHER INFORMATION

Skills

- Content Creation, Social media
- Data Analysis
- Microsoft Office
- Canva, Capcut
- SPSS

Languages

- English - Fluent
- Arabic - Native
- Spanish - Intermediate
- French - Beginner