

ISSA SAYED

Beirut, Lebanon

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OBJECTIVE

Motivated marketing graduate seeking a full-time position in a dynamic organization where I can apply strong academic foundations in marketing, develop practical skills, and contribute to business growth.

EDUCATION

Bachelor of Science in Business, Emphasis in Marketing (December 2025)

Lebanese American University (LAU), Beirut, Lebanon

Academic Projects:

- Marketing Strategy Project for Unica
- Consumer Behavior Analysis for Alvin D'or
- Integrated Marketing Communication Campaign for EYWA NGO

Official Lebanese Baccalaureate in Economics and Sociology (2022)

Lycee Des Arts, Beirut, Lebanon

WORK EXPERIENCE

Shopify Admin Intern (July 2024 – September 2024)

Phreya by Mersaco

- Conducted data and sales analysis to support decision-making
- Assisted in marketing email campaign execution
- Managed 1000+ order processing and follow-up
- Supported customer relationship management activities
- Created and updated 150+ product listings on Shopify

CERTIFICATIONS

- Meta Certified Digital Marketing Associate
- HubSpot Inbound Marketing Certification
- CITI Social-Behavioral-Educational Researcher Certification

SKILLS

Marketing and Digital: Digital Marketing, Email Marketing, Consumer Behavior, Marketing Strategy;
Tools: MS Office, Adobe Photoshop, Adobe Premiere Pro, Shopify;
Languages: Fluent in English and Arabic, Beginner in Russian;
Professional Skills: Teamwork, Time Management, Presentation Skills, Communication

ACTIVITIES & INTERESTS

- Secretary, LAU Marketing Club (2024 – 2025)
- NGO Volunteer, Cedars for Care
- Reading