

# Tala AlDommati

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## Professional Profile:

A young, dynamic and bilingual (Arabic, English) Marketing professional with a bachelor's degree from Lebanese American University and hands-on experience in sales, marketing and social media management. Additionally, I have certifications in digital marketing and have experience in tools like Canva, Capcut & Adobe.

## Professional Experience:

### Retail & Sales Associate – Zara Azadea | Beirut, Lebanon. March 2023 – June 2024

- Assisted customers with fashion styling and outfit selection by communicating with them in a professional manner which resulted in satisfying customer experience and positive reviews.
- Built strong customer relations by understanding their requirements and recommending them the best match of dresses and accessories which resulted in retention of almost 80 percent of the customers.

### Retail & Sales Associate – Kiko Milano | Beirut, Lebanon. April 2022 – June 2023

- Increased sales by 50 percent by continuously using upselling and cross selling techniques.
- Provided make-up consultations and supported the team in creating product displays and in-store promotions on social media platforms.
- Managed a large number of customer contacts data for targeted SMS marketing and promotions.

### Marketing Intern-Dar Sidara –Dar Group | Beirut, Lebanon. August 2024 – Sept 2024

- Designed and managed request for proposals (RFPs) to secure contracts with the major clients and drafted executive summaries and marketing proposals which emphasized organizational strengths.
- Worked with the marketing team to align with marketing strategies and plans.
- Brainstormed creative ideas to implement them and performed market research and analysis to understand the market dynamics.

## Education:

- Bachelor of Sciences in Business Studies with Majors in Marketing.  
Lebanese American University, Beirut, Lebanon. **Graduated – December 2025**

## Volunteer Activities:

- Operation Big Blue, Beirut, Lebanon (**June– July 2023**)  
Participated in beach cleanup initiatives to remove wastes, protect marine life and promote environmental sustainability.
- LAU Summer Camp, Beirut, Lebanon (**July 2024**)  
Supervised two assistants and 30 young boys and girls at the LAU Summer camp.

## Certifications:

- Certificate of Appreciation - Outreach and Civic Engagement Program at LAU – **July 2023**
- AI in Digital Marketing Workshop at LAU, Beirut, Lebanon – **February 2024**
- Digital Marketing Certification – HubSpot Academy – **December 2024**
- Inbound Marketing Certification – HubSpot Academy – **July 2024**
- IRB Exempt Research Certification – CITI Academy – **October 2024**