

# Roula Haddad

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## CAREER OBJECTIVES

Ambitious and dedicated Marketing student at Notre Dame University, targeting an internship to apply and enhance marketing knowledge in a real-world environment. Eager to leverage academic training in Consumer Behavior, Digital Marketing, and Market Research to contribute to a company's marketing efforts. Committed to developing practical skills and gaining experience in a dynamic team setting.

## Education and Qualifications

Bachelors of Business, Marketing | Expected Graduation: June 2026

Notre Dame University, Zouk, Lebanon

- Pursuing a focused curriculum in Marketing, including courses in Consumer Behavior, Digital Marketing, and Market Research
- Actively participating in projects that develop core marketing competencies and strategic thinking

## PROFESSIONAL EXPERIENCE

### Operations Coordinator

SportsMania | Beirut, Lebanon | 2023 - Present

- Spearheading the coordination and management of sports events and tournaments, ensuring operational excellence and adherence to planned objectives
- Directing a team in organizing logistics, scheduling, and resource allocation, enhancing event efficiency and participant satisfaction
- Managing internal communications, aligning team objectives and facilitating clear and effective information flow among all involved departments
- Supervising social media content creation and managed posting schedules to optimize engagement and maintain consistent event visibility
- Playing a role in organizing the FIBA West Asia League games, coordinating logistics and team communications, contributing to the successful execution of international sports competitions
- Serving as an operator on the FIBA Organizer, responsible for real-time updates and management of game operations, ensuring accuracy and compliance with international standards

## **Honors and Awards Received**

- Best Company Award at the National Company Program, INJAZ — 2021
- Certificate of Completion, NBA Basketball School Camp Lebanon, 2024-2025

## **Languages**

- English- Fluent
- French- Intermediate
- Arabic- Native

## **Computer Skills**

- Proficient in Microsoft Office (Word, PowerPoint, Excel)

## **Interests**

- Active basketball player with over 10 years of experience.
- Varsity Basketball Captain at Notre Dame University
- Sustained dedication, teamwork, agility, and strong leadership skills