

# Zeina Halaoui

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## Education

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### Université Saint-Joseph (USJ)

Bachelor's in Marketing and Advertising

Sep 2024 – May 2027 (Expected)

GPA: 3.6/4.00

## Professional Experience

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### Tekram Delivery App, Lebanon

Oct 2025 – Oct 2025

Marketing Project Lead (Promotional Video Project)

- Developed the creative concept and messaging for a promotional video advertisement aligned with brand positioning and campaign objectives
- Filmed video content and managed on-site shooting, coordinating visuals, scenes, and execution to ensure high-quality output
- Ensured the final video aligned with brand identity, marketing goals, and target audience expectations across digital platforms

### Al Sultan Food, Beirut, Lebanon

Merchandising Intern

Jun 2025 – Aug 2025

- Supported in-store merchandising and product presentation to ensure strong brand visibility and alignment with company guidelines across retail locations
- Assisted in executing promotional activities and in-store displays, contributing to effective point-of-sale marketing and customer engagement initiatives
- Collaborated with sales and merchandising teams to maintain proper product placement, product availability, and consistent brand presentation standards

## Extracurricular Experience

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### IAA Advertising Club USJ, Université Saint-Joseph, Lebanon

Initiating Member

Nov 2025 – Present

- Contributed to the initiative to establish the IAA Advertising Club at Université Saint-Joseph as part of a student founding group
- Supported the planning and launch of marketing- and advertising-focused projects and workshops for students
- Collaborated with peers to assist in organizing club activities, events, and awareness initiatives

### Wrapped in Dignity, Beirut, Lebanon

Volunteer

Mar 2025- Apr 2025

- Participated in organizing and executing Ramadan food packing and distribution initiatives for families in need
- Coordinated with volunteers to ensure efficient preparation and delivery of aid packages
- Supported community outreach efforts, contributing to socially driven initiatives with measurable local impact

## Skills

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**Languages:** Arabic (Native), French (Fluent), English (Fluent)

**Technical Skills:** Microsoft Office (PowerPoint, Excel, Word), Canva