

# Luna Abdallah

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## EDUCATION

### Bachelor in Business Administration (BBA) – Marketing

Antonine University (UA), Baabda, Lebanon – Jan 2022 – Jun 2025

## EXPERIENCE & ACTIVITIES

### Intern – MediaX Marketing Company — Dekweneh, Lebanon (Apr 2025 – Jun 2025)

- Assisted in content development and social media scheduling
- Conducted market and business research
- Organized and managed files
- Prepared photographer content sheets

### Volunteer – NGO Salam — Beirut, Lebanon Jan 2025

- Participated in food distribution programs for underprivileged communities
- Coordinated logistics to ensure efficient distribution
- Strengthened teamwork, adaptability, and problem solving skills

### Founder & Designer – Lua Jewelry

- Designed and created handmade and customized jewelry pieces
- Managed business operations including marketing and sales
- Handled customer relationships and service
- Developed and implemented social media marketing strategies

## CERTIFICATIONS

Sales and Digital Marketing — CIS College Chtoura (Sep 2025)

## SKILLS

**Technical:** Social media management tools, Google Analytics

**Marketing:** Social media marketing, content creation, branding, campaign planning

**Soft Skills:** Communication, teamwork, adaptability

**Languages:** Fluent in English and Arabic

**Interests:** Dance, fitness, jewelry design