

Zeina Alayli

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EDUCATION

Paris School of Business

Master of Science in International Management, GPA: 16.5/20 (High Distinction)

Relevant Coursework: Project Management, Financial Management, Risk & Crisis Management, International Trade, International Strategy, Supply Chain, Leadership, Digital Business, Marketing, HR Negotiations

Paris, France

01/24 - 12/24

American University of Beirut

Bachelor of Arts in English Language, GPA: 3.6/4

Teaching Diploma in English for Secondary Education

Relevant Coursework: Politics of Language, Phonetics, Shakespeare, English Literature, Grammar Linguistic Typology, Teaching English as a Foreign Language I & II, Instructional Procedures

80 hours practice teaching at the International College

Beirut, Lebanon

09/15 - 07/19

Beirut, Lebanon

WORK EXPERIENCE

Cosmic Centaurs

Marketing Executive

- Managed Instagram and LinkedIn channels while executing full-funnel marketing campaigns across social and event content
- Wrote and planned email newsletters and website articles for community initiatives and consulting lines, publishing them via Wix
- Assisted in marketing strategy development and campaign planning to ensure alignment with business goals and audience needs
- Maintained brand consistency and alignment across all marketing assets, adapting strategy to meet evolving goals and audience needs
- Sustained support for virtual and in-person events, ensuring seamless execution and collaboration among team members

Beirut, Lebanon

05/25- present

Loolia Closet

Marketing Specialist Intern

- Conducted benchmarking analysis and developed strategies for seasonal and special occasions, including curated product bundles
- Created content to enhance brand visibility and engage with the target audience effectively
- Attended the annual business meeting with L'Oréal Liban to stay updated on industry trends and strategic partnerships
- Participated in training sessions with brands like La Roche-Posay to deepen product knowledge and enhance marketing strategies

Beirut, Lebanon

01/25- 04/25

Ittihad Private School Jumeirah

High School English Language Teacher

- Led a team of grade 10 teachers in collaboration with subject heads to develop lesson plans and examinations
- Taught English language to grade 10 & AP English language to grade 12 (College Board Advanced Class)
- Taught elective courses to grades 11 and 12 (creative writing, public speaking and debate)
- Planned and coordinated the curriculum for AP English classes, including independent and group work activities, and assessments

Dubai, UAE

10/21- 10/23

Al Mawakeb Barsha School

Middle & High School English Language Teacher

- Planned and taught English language and literature to grades 7, 8, 9, and 10 as well as creative writing elective course to grade 10
- Communicated with parents to discuss their children's academic performance, behavior, and well being

Dubai, UAE

08/19- 10/21

Instagram

Freelance Food & Lifestyle Content Creator

- Collaborated with influencing agencies (Noon Fashion) and marketing agencies (BuzzBee)
- Advertised content through Facebook & Instagram Ads
- Conducted audience and engagement analysis using digital business tools (KPI)

Dubai, UAE – Beirut, Lebanon

07/17- 11/23

ACHIEVEMENTS

American University of Beirut

- Recipient of the Teaching Excellence Award
- Ranked #12 on the dean's honor list of the faculty of Arts and Sciences, GPA: 94/100

Beirut, Lebanon

Spring 2019

SKILLS

Languages: Arabic (Native) - English (Native) - French (Fluent)

IT skills: Microsoft Office, Canva, CapCut