

Ralph Khalife

+961 71 812 151 | ralph30khalife@gmail.com | [LinkedIn - Ralph Khalife](#)

ABOUT ME

Marketing & Business graduate with hands-on experience in digital marketing, content strategy, and campaign execution across startups and corporate environments. Strong analytical foundation through a BS in Bioinformatics.

EDUCATION

Lebanese American University - Beirut, Lebanon

(December 2025)

Bachelor of Science in Business Studies - Marketing Emphasis - Major GPA 3.8

Bachelor of Science in Bioinformatics - Major GPA 3.3

University's Honors Program - Dean's Distinction List

EXPERIENCE AND INTERNSHIPS

Marketing and Content Creation - Markit, Beirut, Lebanon

(Feb. 2024-Present)

- Contributed to brand growth and customer acquisition through data-driven content and campaign optimization.
- Drove Instagram growth by +1.2K followers while reactivating a previously low-activity social presence.
- Played a key role in strengthening Markit's digital relevance and brand presence, contributing to higher visibility, engagement.
- Planned and executed content/editorial calendars, aligning organic content, in-app notifications, and paid campaigns with business goals.
- Managed Meta Ads campaigns with an ad spend of ~\$1,500, achieving low CPCs (\$0.01-\$0.10 per link click) through effective targeting.

Outreach Coordinator - LAU Simulation Models and LAU Case Competition, Beirut, Lebanon

(Sept. 2023-Present)

& Conference Services Coordinator - Global Classroom International MUN, New York City, USA

- Facilitate the recruitment of schools, managing all communication and ensuring smooth participation of over 4000 students.
- Lead logistical operations during training sessions and days of conferences.

Marketing Intern - PHARMALINE, Beirut, Lebanon

(July, Aug. 2024)

Marketing Lead Intern - Bilo, Beirut Digital District, Lebanon

(April-July 2025)

Developed Bilo's content strategy and brand voice, produced marketing campaigns and editorial content, and implemented marketing systems and guidebooks from scratch.

PROJECTS

Consumer Market Diversification Strategy for Saber Industrial Corporation - MKT312

(Oct. - Dec. 2024)

- Conducted market analysis and provided actionable recommendations to SIC's CEO and Marketing Manager to expand product offerings in a crisis and post-crisis environment.
- Proposed innovative product lines tailored for end-users, emphasizing simplicity and convenience.

Cosmaline CampusCraze - 1st Prize - Malia Group, Beirut, Lebanon

(Jan.-June 2024)

Led a team that outperformed 138 students from top universities in Lebanon in an inter-university marketing competition by delivering a data-driven marketing strategy and creative presentation for Cosmaline's new oral care product line.

LAU Centennial Marketing Strategy - MKT304 Consumer Behavior

(Spring 2024)

EXTRACURRICULARS AND VOLUNTEERING

Secretary | Member | Director of Public Relations - Rotaract Club of LAU Byblos, Lebanon

(July 2022-Present)

- Active club member engaging in project leadership and community service initiatives.
- Oversaw a team of 6 directors and over 200 club members and guests, ensuring proper liaison between all club parties, record keeping, project coordination, and submission of reports to Rotary International.
- Led a committee of 50 members, managing the club's social media presence and creating more than 95 posts and reels, increasing the page's reach by more than 605% and gaining 550 followers, significantly boosting our club's regional impact.

Volunteer - Makhzoumi Foundation - Created engaging social media posts highlighting the Foundation's relief efforts

(Oct. - Nov. 2024)

Tennis Player - Ghazir, Lebanon

(2016-Present)

Volunteer - Al Ghina NGO - Beirut, Lebanon - Distributed 200+ food boxes to families in the Sabra refugee camp.

(April 5, 2024)

Logistics and Operations Volunteer - LAU Simulation Models, Beirut, Lebanon

(March 2023)

WORKSHOPS AND PROGRAMS

Digital Marketing Specialist - Certification - Simplilearn and Forward MENA

(June-Sept. 2024)

Comprehensive 3-month digital marketing certification featuring live sessions and practical projects.

LAU Case Competition Workshop Series - Case Solving, Financial Analysis and Data Visualization

(Feb. 2024)

First-Aid Training - Lebanese Red Cross, Byblos, Lebanon

(Sept. 24, 2023)

Innovation and Entrepreneurship Summer Course - Université Saint Joseph de Beirut

(Aug. 2020)

Delegate - Global Classroom LAU Model United Nations, Beirut, Lebanon

(Sept. 2019-June 2020)

SKILLS

Languages: **English** (EMI Degree), **French** (French Baccalaureate) and **Arabic** (Native) - Written and Spoken

Technical skills: Video Editing, Digital Marketing, Marketing Strategy, Data Analytics (Python, R), Ads Manager, ...

Soft skills: Communication, Teamwork, Problem Solving, Time Management, Public Speaking, Leadership, Emotional Intelligence