

NOUR KASSIS

MARKETING

CONTACT INFO

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ABOUT ME

As a marketer with a background in finance, I bring a strong analytical foundation to creative marketing. With a growing focus on storytelling, brand experiences, and marketing strategy, I translate market insights, competitor analysis, and product stories into visual narratives and content that connect audiences to brands, supported by experience in content creation, campaign ideation, and cross-functional collaboration.

WORK EXPERIENCE

Union Outdoor Limited – Part-time Marketing Assistant

May 2024 - Sep 2024

Dec 2025 - Present

- Conduct market and competitor research to identify potential brand and partnership opportunities, supporting marketing and business development initiatives.
- Build and maintain structured Excel databases to organize market insights, partner profiles, product information, and benchmarking data.
- Coordinate communication with external partners to gather information, follow up on proposals, and support partnership discussions.
- Prepare visually structured pitch decks and presentations for airline and brand partnership proposals, combining market insights with clear storytelling.
- Support marketing planning and internal coordination by organizing research findings, presentation materials, and campaign-related information.

Brandem – Marketing Intern

May 2025 - Sep 2025

- Supported the creation and management of social media content for multiple client accounts across different industries.
- Collaborated with creative and strategy teams to develop content ideas and visuals aligned with each brand's audience and objectives.
- Monitored post performance and engagement metrics, contributing to content adjustments and consistency across platforms.
- Supported influencer marketing initiatives by researching and shortlisting relevant influencers and assisting with campaign coordination and content tracking.

EDUCATION

2021 - 2025

LEBANESE AMERICAN UNIVERSITY

- Bachelor in Banking & Finance

2025

INSIDE LVMH CERTIFICATE

Operations & Supply Chain, Retail & Customer Experience

CORE COMPETENCIES

- Market & Trend Analysis
- Audience & Consumer Insight
- Social Media Strategy & Content Creation

EXTRACURRICULAR ACTIVITIES

VOLUNTEERS TOGETHER NGO

- Active Member

LEBANESE AMERICAN UNIVERSITY

- Marketing Club

SKILLS & PERSONAL

- **Soft Skills:** Creativity, Analytical thinking, Leadership, Negotiation, Problem-Solving and Adaptability.
- **Languages:** Arabic (C2), English (C2), French (C2).
- **IT:** Office Package (Word, Excel, PowerPoint, Access), Java, Canva.
- **Interests:** Reading, music, travel, photography, and discovering new places.