

Fatima Khalife

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EDUCATION

Lebanese American University (LAU) Beirut, Lebanon Aug 2022 – Dec 2025
BS in Business Studies – Marketing emphasis

EXPERIENCE

Customer Experience Intern – AZADEA Dec – Feb 2026

Marketing Department Student Assistant – LAU Sep – Dec 2025

- Provide administrative and academic support to the marketing faculty.
- Assist in organizing departmental events and managing internal communication.

Peer Mentor – LAU Aug – Dec 2025

- Supported first-year students by guiding them through class registration, campus life, career exploration, and study strategies.

Junior Performance Marketing Assistant – ITP Media Jul – Sep 2025

- Developed and managed paid advertising campaigns from scratch.
- Handled media planning, budget allocation, performance tracking, and reporting.
- Utilized tools such as Meta Ads Manager, Google Ads, and TikTok Ads Manager.

EXTRA CURRICULAR ACTIVITIES

LAU – Newsletter Writer

- Collaborated with a team of writers to produce content for the 10th issue of *6th Floor News*, the official newsletter electronically published by the Lebanese American University.

LAU – School of Pharmacy – Content Creator

- Filmed an Instagram awareness video for @laupharmacy in collaboration with the Co-Curricular Activities Media Committee.

LAU – Open Day Event: Explore Your Major

- Assisted in ushering, guiding students and parents, and ensuring a smooth flow of activities throughout the event.

Lebanese Pharmacist Student Association (LPSA) – Reporter

- Collected and documented data to identify areas for improvement within the organization.

WORKSHOPS AND TRAININGS

Lebanese American University (LAU) Dec 2022- Oct 2025

- *Confident Communication*
- *Using Psychology to Find Your Ideal Career*
- *The Art of Creating Presentations*
- *Character Development*

Digital Opportunity Trust – Microwork Workshop May – Jun 2021

- Completed professional training in self-marketing, communication, customer service, leadership, problem-solving, and digital proficiency (Google Suite), with an emphasis on work ethics and gender equality.

CERTIFICATES

HubSpot - HubSpot Inbound Marketing Certification Mar 2025

CITI Program - Social and Behavioral Responsible Conduct of Research Feb 2025

SKILLS

Computer skills: Microsoft Office, Canva, Google Suite, Meta Ads Manager, Google Ads, TikTok Ads

Soft skills: Communication, Creativity, Teamwork, Problem-Solving, Analytical Thinking, Leadership

Languages: Fluent in English and Arabic