

Camila Ayoub

Marketing

Recognized for setting a positive example within teams and bringing a balanced approach that blends creativity and analytical thinking — fueled by a passion for the arts and a strong ability to think critically and strategically. Known for strong interpersonal skills and a collaborative mindset, with the ability to thrive in team environments and contribute meaningfully to shared goals.



Professional Experience

Dec 2025 - Present

Media Planning Executive

WPP MEDIA

The largest global media investment and strategy arm of WPP worldwide, delivering data-led media planning, buying, and performance solutions to help brands grow through integrated, cross-channel campaigns.

- Supported the development and execution of integrated media plans across digital and TV to achieve client KPIs.
- Conducted competitive analysis and contributed to media planning actualizations and budget allocations.
- Managed campaigns end-to-end, including setup, optimization, performance reporting, and post-campaign analysis.
- Monitored cross-channel performance, providing data-driven insights and actionable recommendations.
- Collaborated with internal teams, media partners, and finance departments on invoicing and campaign reconciliation.

Sept 2024 - Present

Marketing Assistant

ESTIVANELI S.A

A wholesale and retail clothing company with presence in more than 25 countries in Latin America. Known for its quality garments, modern design, and commitment to sustainability.

Information



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Beirut, Lebanon



[LinkedIn Profile](#)

Education

Sept 2021 - Jun 2024

Bachelor of Science Degree in Business (Marketing) with Honors

*Lebanese American University
Beirut, Lebanon*

Relevant Coursework

- Consumer Behavior
- E-Marketing
- Fashion Marketing
- Integrated Marketing Communications
- Marketing Research
- Marketing Strategy

Sept 2021 - Jun 2024

International Baccalaureate (IB) Diploma

*Wellspring Learning Community
Beirut, Lebanon*

- Supported the planning and execution of the brand's digital communication strategy, with emphasis on TikTok, social media, website management, and paid media
- Created and scheduled content across platforms, managed community interactions, and tracked performance metrics
- Assisted in coordinating influencer partnerships and responding to digital inquiries across all channels
- Contributed to the end-to-end process of marketing campaigns, including concept development, moodboard creation, and storytelling
- Coordinated logistics and vendors for shoots (photographers, models, stylists, etc.) and ensured timely delivery of products and materials
- Participated in campaign presentations, managed pre- and post-shoot organization, and selected music for campaign videos
- Collaborated cross-functionally to ensure alignment across all brand initiatives and digital touchpoints

Mar 2023 - Apr 2023

Program Intern

60 DAY STARTUPS UAE

Community-led, female-only business accelerator program that helps female entrepreneurs build scalable businesses from scratch and generate revenue within 60 days.

- Marketing & Social Media: Helping update community channels, promote cohorts, post updates and success stories.

Achievements & Rewards

Dec 2024

INSIDE LVMH Certificate in Creation & Branding, Retail & Customer Experience

Mar 2023

“Unleash Your Creativity” 2023 Contest by Fernand Hosri Group Holding

Presented an extensive marketing strategy for 7-Express, a mini market in Beirut by Hosri Group. Selected as finalists for the final presentation.

Apr 2023

International Biodiversity Day at AUB (IBDAA) Competition

Awarded a certificate of participation for presenting an outstanding business project at the American University of Beirut (AUB)

Skills

Technical Skills

- Microsoft Office Suite (Word, Excel, PowerPoint, Teams, OneDrive, OneNote)
- Google Suite
- Digital Tools (Canva, CapCut)
- AI-powered tools for content creation and campaign optimization (ChatGPT, Sora, Canva AI)
- Social Media Strategy (TikTok, Instagram, LinkedIn, Meta)

Soft Skills

- Strong Organizational Skills
- Creative Problem Solving Proactive
- & Detail-Oriented Excellent
- Communication Time Management
- & Multitasking Team Collaboration
- & Adaptability

Languages

- English
- Spanish
- Arabic

Jan 2022 - Apr 2022

ISTYLE (Apple Premium Reseller) Marketing Strategy Competition

Chosen from over 20 marketing student groups to present a marketing strategy for ISTYLE, Apple's Premium Reseller in Lebanon. Received a certificate of appreciation and won an internship at the company.

Nov 2022

Inbound Marketing Certified HubSpot Academy

Tested on best practices and ready to take an inbound approach to creating content, using social promotion, converting, and nurturing leads, and marketing to customers.

Feb 2019

CWMUN 2019 Conference in Rome, Italy

Participated in an MUN conference in Rome, Italy. Attained a Certification of participation and commended for exceptional public speaking skills

Volunteer Work

- Yoga for a Cause: Migrant Domestic Workers (MCC Lebanon)
- Zaraaoun in El Metn Trash Pickup Service
- Teaching Art at Nabil Makarem's Art Center
- Picking up Trash in Ras el Jabal, Aley