

SARKIS BOU FRANCIS

Marketing Student | Lebanese University

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PROFILE

Master's student in Marketing at the Lebanese University with growing experience in research and strategic thinking. Developed communication, analytical, and teamwork skills through academic work and field participation. Interested in digital marketing and consumer insights, and motivated to apply knowledge, gain practical experience, and contribute to value-driven projects.

WORK EXPERIENCE

CRM & Alumni Relations Intern— Safadi Foundation (Jan 2026-present)

- Managed and organized alumni data in the CRM to support outreach and engagement efforts
- Contacted alumni to collect updated information and feedback on course quality.
- Analyzed and categorized feedback to help identify areas for course improvement.
- Assisted with follow-ups to strengthen alumni relationships and communication.

Communications Planning & Strategy Intern— Safadi Foundation (Nov 2025 -Jan 2026)

- Played a key role in developing a comprehensive communications plan in collaboration with the Safadi Foundation.
- Conducted market and audience analysis to support strategic decision-making, define marketing targets, and strengthen brand positioning.
- Contributed to designing an integrated marketing and communications strategy by recommending effective tools and channels.
- Developed a communications script to support future initiatives, improving message consistency, impact, and overall effectiveness.

Market Research Assistant — Safadi Foundation (Sep 2025 – Nov 2025)

- Collected field data through interviews with parents and youth to understand learning needs and expectations
- Conducted competitor and market landscape analysis in the education and training sector
- Supported data analysis and insight generation to guide program strategy
- Developed actionable recommendations to enhance program design and outreach
- Assisted in preparing research summaries and presentations for internal use

EDUCATION

Master's in Marketing – Lebanese University Tripoli–Lebanon (2025 – Present)

Bachelor's in Marketing – Lebanese University Tripoli–Lebanon (2022 – 2025)

Main courses : Consumer Behavior, Advertising, Direct Marketing, Market Research

SKILLS

- Market Research & Interviews
- Competitor Analysis
- Reporting & Presentation
- Microsoft Excel (basic) & Google Sheets
- Microsoft Word & PowerPoint
- Canva (basic design)
- Communication & Teamwork

CERTIFICATIONS

- Google Ads for Beginners - Coursera
- Foundations of Digital Marketing and E-commerce - Google Digital Marketing & E-commerce
- Attract and Engage Customers with Digital Marketing - Google Digital Marketing & E-commerce
- Create and Design Digital Products using Canva - Coursera
- Getting Started with Microsoft Excel - Coursera

LANGUAGES

- Arabic – Native
- English – Fluent
- French – Advanced