

Hayat Abou Askar

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CORE COMPETENCIES

Marketing & Strategy

Digital Marketing, Brand Architecture, Social Media Analytics, Market Research, Campaign Management

Creative & Design

Product Design, Graphic Content Creation, Visual Merchandising, Video Editing

Business Operations

Entrepreneurship, Strategic Planning, Sales Forecasting, Supply Chain Coordination

Interpersonal

Client Relationship Management, Cross-functional Teamwork, Leadership, Problem Solving

LANGUAGES

Arabic — Native / Bilingual

English — Full Professional Proficiency

CERTIFICATIONS

Certificate of Attendance
MIE Modern International Education

PROFESSIONAL SUMMARY

Visionary and results-driven Business Administration student specializing in Marketing, combining academic excellence with proven entrepreneurial success. Founder and operator of a thriving local floral boutique, demonstrating hands-on expertise in end-to-end business operations, strategic digital marketing, and brand architecture. Adept at leveraging creative problem-solving and strong interpersonal skills to drive revenue growth, cultivate lasting client relationships, and lead impactful community empowerment initiatives.

EDUCATION

Lebanese International University

Oct 2023 – Present

Bachelor of Business Administration — Marketing

Khiara, Lebanon

★ Dean's Honor List — Four Consecutive Semesters

Relevant Coursework: Strategic Marketing, Consumer Behavior, Financial Accounting, Business Ethics, Corporate Communication.

PROFESSIONAL EXPERIENCE

Founder & Managing Director — *La Vie Roses*

Sep 2024 – Present

- Conceptualized, launched, and scaled a premium local floral boutique, overseeing all facets of business operations including supply chain management, financial planning, and daily sales.
- Architected and executed high-impact digital marketing campaigns across social media platforms, designing a cohesive brand identity and logo that significantly increased local market penetration.
- Leveraged market trends and consumer insights to optimize product offerings, building a diverse portfolio of bespoke floral arrangements tailored for high-end events and personalized gifting.
- Cultivated strategic partnerships with local vendors and established a loyal client base through exceptional service, driving consistent revenue growth and maximizing customer retention.

VOLUNTEER EXPERIENCE & LEADERSHIP

UN and Red Cross

Youth Empowerment Leader — Resilience in Crisis Programme

- Spearheaded community outreach and youth empowerment initiatives, facilitating support systems and educational workshops for vulnerable populations during crisis situations.
- Collaborated with cross-functional volunteer teams to deliver critical aid and foster community resilience, demonstrating leadership, empathy, and adaptability under pressure.