

Marie Therese Karam

MARKETING GRADUATE

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Antelias, Lebanon
Abu Dhabi, UAE

SUMMARY

Marketing graduate with experience in research and brand positioning, and a strong interest in consumer behavior and premium branding. Seeking to grow while contributing to impactful marketing campaigns.

EDUCATION

**Notre Dame University- Louaize
(2022-2026)**

AACSB Accredited Business
Department

Pursuing BBA in Marketing
Expected Graduation June 2026

**Eastwood International School
(2018 - 2022)**

High School Diploma, Valedictorian
Abu Dhabi Int. School (2009 - 2018)

WORK EXPERIENCE

Notre Dame University | April 2026 – Present

University FBAE Instagram Account Manager

- Shooting content, editing, and posting on the university's Faculty of Business Administration and Economics instagram page.

Beirut Marathon Association (BMA) | Oct – Nov 2025

Communications Intern

- Assisted the communications team in managing social media for the Spinneys Women's Race
- Contributed to pre-event content creation and campaign support
- Captured on-site content during race day for live and post-event coverage

9Yards Communications, Abu Dhabi, UAE | June 1 – July 31 2025

Marketing & Creative Intern

- Assisted in developing and executing marketing campaigns for government and private sector clients.
- Supported creative design, social media, email marketing, and presentations using Canva and MailChimp.
- Conducted market research and contributed ideas in brainstorming sessions.
- Coordinated project workflows and gained experience in client communication and project management.

L'Oréal Brandstorm 2026

Évoque Team

- Developed marketing concept for L'Oréal Brandstorm
- Analyzed consumer trends and competitors
- Defined target market and positioning
- Co-created final pitch presentation

SKILLS

- Market Research & Consumer Insights
- Brand Positioning & Strategy
- Presentation & Pitching
- Problem Solving
- Strategic Thinking
- Team Collaboration
- Public Speaking
- Time Management

LANGUAGE SKILLS

- English, Native
- Arabic, Native
- French, Intermediate
- Italian, Intermediate

*References available upon request