

LANA SERAWAN

Madrid, Spain

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PROFESSIONAL SUMMARY

Currently pursuing a master's in strategic marketing and communication at IE Business School, with experience in digital marketing, content creation, and communications across retail, healthcare, and non-profit sectors. Skilled in creating engaging content, managing social media, and supporting marketing campaigns, achieving measurable results in digital sales. Seeking marketing roles in social impact, tech/consulting, healthcare/cosmetics, or luxury/fashion in Madrid and Middle East. Tailored depending on the role applied for.

EDUCATION

IE BUSINESS SCHOOL

Masters In Strategic Marketing And Communication

- IE Women's Scholarship.

MADRID, SPAIN

EXPECTED JULY 2026

AMERICAN UNIVERSITY OF BEIRUT (AUB)

Bachelors Of Arts, Media And Communication | Minor In Public Health

- Graduated with High Distinction (GPA: 4.04/4)

BEIRUT, LEBANON

MAY 2025

PROFESSIONAL EXPERIENCE

BEATS BY DRE (INTERNSHIP)

Creative Advertising Strategist

- Analyzed 20+ competitor video ads on TikTok, Instagram, and YouTube using ad libraries and AI tools.
- Executed consumer research via surveys and social listening, combining data and audience sentiment.
- Built a creative strategy framework for Beats by Dre video ads, including best practices and performance criteria.

MADRID, SPAIN

APRIL 2026 - MAY 2026

AMB GROUP (RETAIL)

Marketing Trainee

- Developed creative marketing campaigns for 2 core brands Mamas&Papas and Prenatal.
- Built engaging TikTok and Instagram content and reels, increasing consumer engagement by 15%.
- Devised e-commerce strategy to enhance digital service interactions, leading to digital sales growth by 20%.

BEIRUT, LEBANON

JUNE 2025 - JULY 2025

MAROUN SEMAAN FACULTY OF ENGINEERING AND ARCHITECTURE, AUB

Content Creator Intern

- Built and implemented digital content strategies, enhancing faculty visibility and student engagement by 10%.
- Created content for newsletters, and published 10 blog posts, ensuring alignment with branding guidelines.

BEIRUT, LEBANON

JUNE 2024 - AUGUST 2024

NUSANED NGO

Communications Intern

- Managed daily updates to website and maintained consistency across social media platforms.
- Coordinated logistics for 2 events and workshops, including invitations, setup, and participant follow-up.
- Designed visually engaging posters, factsheets, and digital surveys for 6 campaigns and events.

BEIRUT, LEBANON

DECEMBER 2023 - JANUARY 2024

ISSAM FARES INSTITUTE FOR PUBLIC POLICY AND INTERNATIONAL AFFAIRS

Communications Intern

- Created social media content to promote events, and publications, collaborating with 2 stakeholders.
- Designed over 6 promotional flyers, banners, and digital brochures for policy-related events.

BEIRUT, LEBANON

JUNE 2023 - AUGUST 2023

MERSACO (HEALTHCARE)

Marketing Intern

- Managed in planning and executing digital marketing campaigns for pharmaceutical products; teamed with 2 product representatives to promote products and improve revenue by 20%.
- Produced over 4 newsletters, website banners, and email marketing.

BEIRUT, LEBANON

DECEMBER 2022 - JANUARY 2023

LANGUAGES

Arabic (Native); English (Fluent); French (Intermediate); Spanish: A1-A2 (Completed).

PROJECTS

Agency Challenge with Dentsu Creative Spain for Domino's Pizza – IE Business School March 2026

- Implemented a strategy for making pizza delivery relevant again in Spain, based on our campaign “Efecto Domino, la única reunión que te apetece”, targeting 35-50 year old corporate employees with busy schedules, hybrid meetings, and back-to-back meetings
- This campaign is designed to turn office friction into shared moments like new joiners, birthdays, or overhours. Domino's enters the moments where group ordering is natural, removing friction and turning pizza into a simple repeatable team ritual.

Winner of the Mondelez Markathon Challenge for MIKADO brand – IE Business School December 2025

- Developed a growth strategy to expand MIKADO's presence in Spain, based on our campaign “Un MIKADO Mas”, one more MIKADO.
- Redefined MIKADO as a social and conversational product that breaks the ice among 20-35 year olds starting new jobs, relationships or opportunities in Spain.

SKILLS

Microsoft Office Suite | Canva | CapCut | Tableau | Survey Design Tools (Google Forms) | Basic Multimedia Production (visuals, infographics, video reels).

AWARDS & CERTIFICATES

M&C Saatchi MENA Award: Awarded to an undergraduate media studies student with high academic achievements- May 2025.

Generative AI for Business Professionals: Building with AI Certificate- IE University December 2025.

Data Analytics Fundamentals for Business Professionals Certificate – IE University March 2026