

Joudi Baroudi

+961 81 928 226 • JOUDIIBAROUDI@GMAIL.COM • <WWW.LINKEDIN.COM/IN/JOUDIBAROUDI>

Marketing and communication strategist with a strong interest in creative strategy, audience psychology, and structured brand communication. I focus on understanding how people think and how brands can communicate with clarity and intention across touchpoints, integrating user-centered design and sustainable marketing to create meaningful, ethical, and long-term brand experiences. I enjoy analyzing patterns, organizing ideas, and bringing strategic structure to messaging and brand experiences.

Education

MBA-Master of Business Administration, Lebanese American University (LAU)

CGPA: 3.81(2025-2027)

BA in Communication, LAU

CGPA: 3.8 (2022-2025)

Diploma in UX/UI, American University of Beirut (AUB)
(2026-2027)

Experience

Graduate Assistant - Marketing (part-time)

Lebanese American University

Department of Marketing

Beirut, Lebanon (Hybrid)

September 2025 – Present

- Assisted faculty in academic research, including literature reviews and journal organization.
- Conducted surveys and contributed to data collection and analysis.
- Organized academic resources and research documentation.
- Supported the preparation of teaching materials and assisted in classroom management.

Strategic Marketing and Communication Specialist (part-time)

Vision GN Studios

Beirut, Lebanon (Hybrid)

June 2025 – December 2025

- Communicate directly with clients to plan and align project objectives.
- Perform competitor analyses to identify growth opportunities.
- Manage and optimized Meta Ads campaigns.
- Collaborate with clients to enhance their social media and offline presence.

Content and Communications Specialist

Lebanese American University

Department of Communication, Mobility, & Identity (CMI)

Beirut, Lebanon (Hybrid)

November 2024 – June 2025

- Planned and led the creative direction for the university program's video advertising trailer, featured on the official website.
- Designed and managed the department's digital identity and presence across social media.
- Created and distributed engaging digital content to document activities and achievements.
- Developed promotional materials, including social media campaigns and brochures for programs.
- Maintained a catalog highlighting department offerings and coordinate distribution.

Marketing Intern

TRIBLAB

Stockholm, Sweden (Remote)

June 2024 – August 2024

- Crafted creative social media copy, driving engagement and follower growth.
- Conducted competitor analysis to support strategic planning.
- Published SEO-optimized articles to enhance website visibility and traffic.

Communication Specialist & Social Media Manager

Yazbeck Medical – Idun Minerals

Beirut, Lebanon (Remote)

November 2023 – April 2024

- Managed and created content for social media.
- Helped design and implement communication strategies and PR campaigns.
- Increased brand awareness through engaging content and proactive outreach.

Skills

Marketing Strategy Development & Advertising Analysis | Creative & Analytical Thinking for Strategic Decision-Making | Advanced Public Speaking & Professional Communication | Crisis Management & Risk Mitigation | Leadership & Team Coordination | Social Media Strategy & Content Creation | Branding, Consumer Psychology & Positioning | User-Centered Design Thinking (UX-Oriented) | Research, Insights Generation & Data Interpretation | Meta Ads Management (Targeting & Optimization) | Basic Adobe Creative Suite (Content Editing & Design)