

Elsa Manissajian

☎+961 70 223 398 ✉emanissajian@gmail.com

Business Administration student specializing in Advertising & Communication at Haigazian University. Multilingual communicator with hands-on experience in event coordination and children's entertainment. Actively building digital marketing expertise through certifications and independent projects.

Education

Haigazian University <i>Bachelor in Business Administration</i> <i>Emphasis on Advertising & Communication</i>	2023 – Present
M.&H. Arslanian Djemaran College	2008 – 2023

Experience

Children's Event Coordinator <i>Freelance · Kids Entertainment & Party Planning</i> Beirut, Lebanon	2022 – 2025
- Planned and executed themed birthday parties and entertainment events for children aged 3–17, managing end-to-end logistics including venue setup, activity scheduling, and vendor coordination. - Designed and customized event concepts based on client preferences and children's interests, ensuring a memorable and engaging experience for each event. - Coordinated with parents, suppliers, and performers to ensure smooth execution and consistent quality across all events. - Managed event budgets, materials, and timelines independently, demonstrating strong organizational and problem-solving skills under pressure. - Built a client base through word-of-mouth referrals, reflecting consistent delivery of high-quality, personalized service.	

Languages

French — Native
Arabic — Native
Armenian — Native
English — Advanced

Certifications

HubSpot Digital Marketing Certification <i>HubSpot Academy</i>
- Certified in digital marketing fundamentals including SEO, social media strategy, content marketing, video marketing, and paid advertising. - Demonstrated knowledge of inbound marketing methodology and measuring campaign performance.

Canva Graphic Design Essentials Certification | *Canva Design School*

- Certified in fundamental graphic design principles including elements of design, typography, color theory, and visual composition
- Demonstrated proficiency in Canva's design tools for creating professional marketing and visual content

Skills & Competencies

Marketing: Social Media Management, Content Creation, Meta Platforms, Instagram Marketing, Audience Targeting.

Tools: Microsoft Office Suite (Word, Excel, PowerPoint), Canva, Meta Business Suite.

Soft Skills: Multilingual Communication, Event Coordination, Team Leadership, Stakeholder Engagement, Attention to Detail.

Other: Cross-cultural Communication, Fast Learner, Organizational Skills.

Extracurricular Activities

Haigazian University MUN <i>PR Member</i>	2023 – 2024
- Managed promotional communications and outreach to represent the MUN club to the wider university community. - Coordinated with organizing teams to ensure consistent messaging and smooth event promotion.	
ACUSA H.E.H.O.M <i>Active Member</i>	2023 – 2025
Participated in organizational activities and community-oriented initiatives as part of the Armenian student association.	
H.M.E.M Scout <i>Active Member – 17+ Years</i>	2008 – Present
- Developed strong leadership, discipline, and organizational skills through sustained engagement over 17+ years. - Participated in community outreach programs and youth development activities.	
Hamazkayin Dance Academy <i>Student</i>	2013 – 2019
Six years of structured performing arts training, demonstrating long-term discipline, consistency, and teamwork.	
Nursery Volunteer Assistant <i>Assistant</i>	2017 – 2018
- Assisted nursery staff in supervising and engaging young children during summer activities. - Developed early hands-on experience in childcare, patience, and child-focused communication.	