

TAMAR FAWAZ

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SUMMARY

Creative and detail-oriented marketing enthusiast with hands-on experience in digital marketing, content planning, and customer engagement. Skilled in social media management, communication, and collaborative teamwork, with the ability to adapt quickly in fast-paced environments. Passionate about creating impactful brand experiences and contributing innovative ideas to support business growth and audience engagement.

WORK EXPERIENCE

Kempinski Summerland Hotel & Resort, Beirut | August 2025

Marketing & E-Commerce Intern

- Assisted Sales, Marketing, and E-Commerce teams in daily operations
- Participated in planning and coordination of hotel events and themed nights
- Contributed to event forecasting and concept analysis
- Assisted in hotel photoshoots for promotional and digital content
- Supported content planning and basic website management
- Contributed to brand authorization and competitive analysis
- Conducted SWOT analysis for a new Kempinski hotel opening

Al Awael Travel & Tourism, Beirut | June 2024 – August 2024

Marketing Intern

- Assisted in marketing and promotional activities for travel services
- Contributed to social media content and promotional campaigns
- Supported client communication and handled inquiries
- Assisted in organizing brochures and promotional materials
- Observed customer behavior to support better targeting strategies

EDUCATION

Bachelor of Science (BS) in Business Marketing

August 2024- PRESENT

Lebanese American University (LAU)

Relevant Coursework: Principles of Marketing, Consumer Behavior, Digital Marketing, Marketing Research, Brand Management.

French Baccalaureate (General Track)

September 2008 - June 2024

Collège Protestant Français, Beirut

Specializations: History, Geography, Geopolitics
& Political Science; Economics & Social Sciences;
English

ADDITIONAL INFORMATION

- **Skills:** Marketing Fundamentals & Consumer Behavior, Digital Marketing & Content Planning, Market Research & SWOT Analysis, Social Media Platforms (Instagram, TikTok), Cross-Departmental Collaboration & Communication, Customer Interaction & Client Support
- **Languages:** Arabic (Native), French (Fluent), English (Fluent)