

Sola Alaaeddine

961-76100511

Alaaeddinesola0@gmail.com

Beirut, Lebanon

PROFESSIONAL SUMMARY

I am a dedicated marketing professional known for my keen attention to detail, strategic thinking, and strong commitment to delivering impactful results. My ability to manage and interpret complex market data is complemented by a creative and analytical mindset, making me a valuable asset in identifying trends, understanding audience behavior, and optimizing campaign performance. My key areas of expertise include market analysis, campaign strategy, and proficiency with tools such as Google Analytics, Excel, and various marketing platforms.

EDUCATION

Haigazian University, Beirut, Lebanon. (2022 – Present)
BS in Business Administration Emphasis in Marketing Management.

Beirut Baptsit School, Beirut, Lebanon (2019 – 2022)
Socio-Economics

EXPERIENCE

Omnicom Media Group, Beirut, Lebanon (June 2 – July 31)

Internship (Media)

- Shadowing team members to understand campaign setup and media buying strategies.
- Observing the use of platforms such as Meta Ads Manager, DV360, Google Ads, and Snapchat Ads.
- Attending internal training sessions on campaign optimization, reporting, and targeting methods.
- Participating in team meetings to gain exposure to client briefs, strategy development, and cross-functional collaboration.
- Reviewing real campaign dashboards and reports to understand key performance indicators.
- Assisting with small tasks related to documentation, reporting templates, and knowledge gathering.

Freelance (2021 – Present)

Tutor,

- Assisted students with their day-to-day agenda.
- Implemented effective teaching strategies.
- Adapted teaching strategies to accommodate different learning styles that fits best each student.
- Implemented creative teaching methods to enhance students' motivation.

SKILLS

Languages: Fluent in English and French, Native Arabic language.

Soft skills: Detail Oriented, Quick learner, Teamwork skills, Microsoft Excel, Time Management, Critical Thinking, Communication Skills, and Multitasker.