

Fouad Hajjar

Aley, Souk El Ghareb, Lebanon

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EDUCATION

Haigazian University, Beirut, Lebanon

Bachelor of Business Administration – Emphasis on Advertising and Communication

Graduated: June 2025

EXPERIENCE

Markit – Business Development Intern

Feb 2026 – Present

- Prepared detailed reports on research findings and lead generation activities
- Maintained accurate and organized records of research, leads, and client interactions
- Conducted data analysis on market trends and competitor activities to support strategic decision-making
- Prepared daily performance reports analyzing app metrics and user engagement

Intern, ZaytounaHub – Creative Agency

Jan 2025 – Mar 2025

- Conducted website audits and optimized content for better online visibility
- Participated in live client meetings and strategic brainstorming sessions
- Developed creative and customized content ideas for various clients
- Performed market research to support client development

Index Trader

Jun 2022 – Present

- Conducted technical analysis of the US30 index to guide trading decisions
- Specialized in sniper trading techniques and advanced trading strategies

Scout Chief

Jun 2020 – Present

- Led a team of 25 scouts; organized events, camps, and community fundraising
- Mentored younger members and developed future scout leaders

Hospital Archive Assistant

Jun 2018 – Sep 2018

- Handled patient records and data entry
 - Strengthened skills in Excel and archiving
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CERTIFICATIONS *(CIS College)*

- Graphic Design (Adobe Illustrator & Adobe Photoshop)
 - Digital Marketing
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PROJECTS *(Completed as part of university coursework at Haigazian University)*

- **Final Year Project:** Developed a carpooling mobile application aimed at reducing urban traffic and promoting sustainable transport
 - **Cosmaline Campus Craze:** Finalist in a regional university competition focused on branding and creative marketing strategy
 - Created a **luxury chocolate brand concept**, including brand identity, packaging, and promotional strategy
 - Conducted a **social media audit and marketing consultation** for a local tech company to enhance digital engagement
 - Led a **taste-testing research project** comparing consumer preferences for two Lebanese food brands
 - Designed and executed an **integrated marketing campaign** for a Lebanese consumer product, covering digital and offline channels
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SKILLS

Languages:

- English (Fluent)
- Arabic (Fluent)
- French (Basic proficiency)

Technical Skills:

- MS Word, Excel, PowerPoint
- Adobe Photoshop, Illustrator

Soft Skills:

- Critical Thinking & Problem Solving
 - Leadership & Team Management
 - Communication & Collaboration
 - Brand Strategy & Consumer Insight
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REFERENCES

Available upon request
