

LARA RAMMAL

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ABOUT ME

Dynamic marketing and community engagement professional with experience in leading partnerships, managing client accounts, and building digital brands. Skilled in campaign strategy, social media management, and stakeholder collaboration, with a proven track record of driving growth, strengthening visibility, and delivering impact across diverse sectors.

EDUCATION

Lebanese International University
Bachelor of Science in Business with emphasis in Marketing

SKILLS

Technical: Microsoft Office, Social Media Marketing, Digital Marketing, Public Relations, Event Planning, Campaign Planning and Management, Content Creation

Soft: Public Speaking, Time Management, Multitasking, Team Player, Leadership, Communication, Flexibility

LANGUAGES

Fluent in Arabic, English and French.

EXPERIENCE

CSR & Outreach Coordinator – Jouzour Loubnan

September 2025 – Present

- Managed CSR partnerships, donor relations, and corporate engagement initiatives.
- Coordinated tree-planting events, awareness sessions, and community outreach activities.
- Created presentations, social media content, reports, and communication materials.
- Oversaw Adopt a Cedar operations, including donor support, certificates, and campaign coordination.
- Represented the organization in events, workshops, and public engagements.

Community and Partnership Lead – The Volunteer Circle

September 2024 – September 2025

- Designed and executed community engagement campaigns, increasing volunteer participation and strengthening brand visibility.
- Built and managed partnerships with NGOs, companies, and stakeholders, ensuring alignment with organizational goals.
- Led digital storytelling initiatives to amplify community voices, enhancing reach and impact across social platforms.

Account Manager – Sheyaaka

August 2023 – September 2024

- Managed client accounts, overseeing marketing campaigns from ideation to execution.
- Collaborated with creative teams to deliver promotional strategies tailored to brand objectives.
- Optimized social media campaigns, improving engagement rates and conversions for key clients.

Sales Associate – Everythink City Centre

January 2022 – June 2022

- Supported in-store promotions and customer engagement, contributing to sales and marketing goals.
- Assisted with visual merchandising and on-ground activation campaigns.

Founder & Social Media Manager – Thriftiz.Ib (Online Shop)

June 2020 – February 2022

- Founded and scaled an online thrift shop, developing brand identity and digital presence from the ground up.
- Created and managed content calendars, campaigns, and paid ads to drive online sales and audience growth.
- Increased Instagram following and customer base through influencer collaborations and interactive campaigns.

Logistics & Operations Team Leader – Beyond Learning L.L.C.

June 2016 – Present (Project based)

- Coordinated large-scale educational events and programs, ensuring seamless operations and strong marketing visibility.
- Supported campaign logistics, volunteer mobilization, and on-ground branding for learning initiatives.
- Led cross-functional teams effectively in high-pressure environments.