

LAMAR RAMADAN

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Summary

AUB Marketing & Data Analytics graduate with experience as an Academic Assistant and Digital Marketing Intern. I delivered smooth program operations—room bookings, onboarding logistics, and welcome comms—while producing trackers and reports that kept teams aligned. In agency work, I created content, analyzed KPIs (reach/engagement/CTR), supported SEO basics and A/B testing, and used insights to refine campaign strategy and drive growth. Motivated by impact; skilled in Excel/PowerPoint, Oracle, SIS, Infosilem, and stakeholder coordination.

Experience

American University of Beirut

Beirut, Lebanon

Academic Assistant

10/2023 - 05/2026

- Coordinated academic and student-facing operations by reserving classrooms/venues, scheduling resources, and ensuring end-to-end readiness for newly arriving students (space, materials, and day-of logistics)
- Produced and maintained operational reports and trackers (student status, attendance/registrations, logistics progress), consolidating data for internal teams and decision-making
- Drafted and managed welcome/onboarding communications (welcome emails, instructions, key deadlines), ensuring clear student guidance and timely follow-ups
- Managed and updated student/program records using Oracle, SIS, and Infosilem, ensuring data accuracy, workflow completion, and smooth cross-team coordination

The Wonderful Bureau

Beirut, Lebanon

Digital Marketing Intern

12/2025

- Developed and executed content creation across key social platforms (social copy, creatives, content calendars), aligning messaging with brand positioning and campaign objectives
- Monitored and reported campaign performance using KPIs (reach, impressions, engagement rate, CTR, conversions), translating analytics into actionable insights and optimization recommendations
- Supported paid media initiatives by tracking ads performance (ROAS/CPA where applicable), testing creatives and audiences, and iterating based on A/B testing learnings
- Contributed to agency-wide strategy and vision by researching trends and competitors, proposing new content angles and growth tactics, and helping refine the digital strategy to improve results

American University of Beirut

Beirut, Lebanon

Marketing Intern

06/2025 - 08/2025

- Conducted market research and competitor benchmarking, translating findings into insights that supported positioning, messaging, and content decisions
- Supported website development and content updates, coordinating improvements to page structure and user experience to strengthen clarity and conversion
- Produced stakeholder-ready PowerPoint presentations and deliverables, synthesizing research, recommendations, and updates into clear narratives
- Tracked and reported on surveys and SEO (response monitoring, basic analysis, keyword research, and on-page optimization suggestions) to improve audience insights and organic visibility

Education

American University of Beirut (AUB)

Beirut, Lebanon

Bachelor's Degree in Business Administration

10/2023 - 05/2026

- Concentration: Marketing & Data Analytics | GPA: 3.50/4.00
- Honors: Dean's List, Fall 2023

Skills

Python • Machine Learning • Microsoft Tools • Content Creation • Social Media Marketing • Campaign Analytics & Reporting • SEO • Marketing Research & Benchmarking • Project Coordination Languages: English and Arabic • Canva Tools Microsoft Visio • Public Relations – Team Working