

Jinan Al Moghabat

Location: Lebanese | **Phone:** +961 81754093 | **Email:** b.jinanalmogh@gmail.com

Languages: Arabic, English

SKILLS

- **Technical Skills:** Management Information Systems (MIS), Data Collection Methods, Salesforce / CRM Tools, Analytical Reporting, Arduino Hardware.
- **Business & Marketing:** Market Research, Trend Forecasting, Brand Identity Development, Content Strategy, Account Management, Public Relations.
- **Core Competencies:** Cross-functional Leadership, Stakeholder Diplomacy, Project Management, Event Coordination, Budgeting & Logistics.

EDUCATION

Lebanese International University – Khyara, Lebanon

Bachelor's in Management of Information Systems (MIS) | 2024 – Present

- **Honors:** Dean's Honor List (Fall 2026).
- **Activities:** Active participant in the Engineering and Business clubs.

Dar Al Fikr School – Jeddah, Saudi Arabia

High School Diploma | 2018 – 2024

- **Honors:** Graduated with Honors (4.0/4.0 GPA).
- **Capstone Project:** Completed a graduation action research project on the entrepreneurship program titled "*Exploring Reliable Data Collection Methods to Enhance Research Validity in a Startup Company*," evaluated by Internal and External Judges.
- **Technical Projects:** Built 3-4 junior Arduino projects.

WORK EXPERIENCE

Alhan Alghad – Khyara, Lebanon

Public Relations & Leader Assistant | Aug 2025 – Oct 2025

- Served as leader assistant, strengthening team performance by providing professional guidance to the band and team members while securing external expertise when required.

- Developed a distinctive cultural premium brand identity and tone of voice, leading content strategy and account management across social platforms.
- Increased client acquisition, successfully securing 10+ event bookings, including high-profile seasonal productions such as Alwein and Wave Production.
- Assisted in the organization of 2 high-profile live events and 1 interview, coordinating logistics and managing on-site media check-ins.

Dar Al Fikr School – Jeddah, Saudi Arabia

Market Research Intern (Entrepreneurship Program) | Sep 2023 – May 2024

- Designed and executed 15+ surveys for middle and high school students, alongside 10+ qualitative focus groups for elementary students.
- Collected accurate data on potential consumers from over 100 real survey responses, leading to sold-out statuses for 10+ consecutive workshops and waiting lists prior to public announcement.
- Conducted and created a detailed marketing analysis that forecasted sales trends and directly influenced strategic corporate decisions through reporting.
- Managed cross-functional partnerships with Marketing, Sales, Event Planners, and CRM teams to align objectives with core business KPIs.
- Leveraged interpersonal diplomacy to navigate conflicting stakeholder priorities, ensuring all team members remained aligned on unified project goals.
- Supported event planners in the preparation and on-site execution of workshops, ensuring operations were delivered in accordance with strategic plans and quality standards.

Book Thrift Shop – Jeddah, Saudi Arabia

Founder | 2021 – 2023

- Developed an appealing brand identity segmented to teenagers and passionate mothers.
- Implemented innovative, resource-light marketing strategies to successfully promote and sell niche literature.
- Spearheaded sustainability and recycling initiatives by utilizing recyclable packaging, reselling books, and spreading community awareness on accessible ways to live sustainably.
- Donated 40+ pre-used books to an event for children with cancer ("Our Golden Hands"), collaborating directly with medical students at KSAU-HS at Haras al Watani Hospital of Jeddah.

CERTIFICATES & AWARDS

- **Systems Thinking for Public Sector Transformation** – UN DESA (2026).
- **Community Contribution Award** – *"Our Golden Hands" Initiative for Pediatric Oncology Support*, Deanship of Student Affairs, King Saud bin Abdulaziz University for Health Sciences (2023).