

AMAL NASRALLAH

CONTACT

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 Beirut, Lebanon

EDUCATION

University

2021-Present
B. A. in Digital Advertising
Communications | AUST

High School

2008-2014
Lycee Franco Libanais Verdun
2015-2022
Beirut Baptiste school

SKILLS

- Strategic Thinking
- Creative Problem Solving
- Attention to Detail
- Storytelling
- Content Creation
- AI Tools
- Excel - Canva - Word - Powerpoint - Capcut

LANGUAGES

- French
- English
- Arabic

PROFILE

3rd year Digital Advertising Student at American University of Science and Technology(AUST). Ambitious Digital Advertising student with experience in social media management/planning, content creation, research tools, and campaign strategy. Passionate about creating meaningful brand experiences through a blend of creativity, market insights, and digital trends. Eager to grow and learn more within a fast-paced agency environment and contribute to impactful campaigns.

EXPERIENCES

Velouma

Designed a social media strategy for a hair-care brand, including market research, audience analysis, content planning, and campaign development to enhance brand visibility and engagement.

Bey.By.Bee

Managed a swimwear campaign production project, including creative planning, budgeting, vendor management, and content strategy.

Produced comprehensive production documentation covering timelines, shot lists, deliverables, and risk management.

Designed an Excel-based production management system for budgeting, scheduling, resource allocation, and workflow tracking.

Piff-Paff Crawling Insect Killer

Developed a comprehensive, high-impact teaser and reveal marketing campaign.

Scripted a 50-second, cinematic TV commercial breakdown that integrated dark humor with a strong narrative twist to reinforce product efficacy.