

Razan Darwish

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EDUCATION

Lebanese American University (LAU) - Beirut, Lebanon	Sept 2023 – Jun 2026
Bachelor of Science in Business Studies - Marketing	GPA 3.4/4

EXPERIENCE

Marketing Support Specialist - Horse Head Tea	Feb 2026 – Present
- Coordinated PR and influencer activities, including outreach, follow-ups and content tracking - Supported marketing activations and product tastings, representing the brand and engaging with customers - Assisted with marketing operations, including campaign logistics and inventory management	
Social Media Marketing Intern - Oigetit Real Time AI Intelligence Platform	Jan – Mar 2026
- Created and edited Instagram content, including video thumbnails. - Assisted in content strategy, content planning and campaign execution across social media platforms. - Analyzed trends and performance metrics to support audience growth.	
Sales Development Representative - Ponderfield	Nov - Dec 2025
- Generated and qualified sales leads through calls and online outreach - Identified business opportunities and supported sales growth - Maintained client relationships and managed CRM data	
Marketing Research Intern - HalaPop	May - Oct 2025
- Conducted competitive analysis of global and regional functional beverage brands - Built and maintained databases for suppliers, influencers and retail opportunities - Supported development of marketing strategy, content ideas and brand positioning	
Social Media Representative - Daily Fit	Jul – Sept 2023
- Maintained positive relationships with customers - Implemented content strategies to meet current market demands - Efficiently processed orders and addressed customer needs	

EXTRA-CURRICULAR

Secretary – Cinema Club at LAU	Sept 2024 – May 2026
Member – Music Club and Event Organization Club at LAU	Sept 2023 – May 2026
Volunteer – Operation Big Blue NGO	Sept – Dec 2025
Volunteer - Ahla Fawda NGO	Oct-Dec 2024

WORKSHOPS & CERTIFICATIONS

Unleash Your Creativity Competition	May 2025
Digital Marketing- HubSpot academy	Jan 2025
Google Ads Apps Certification	Dec 2024

SKILLS

Technical Skills: Microsoft Office (Word, Excel, PowerPoint & Outlook), Canva and Shopify.
Languages: English and Arabic (Fluent), Turkish (Fair), and Spanish (Beginner)