

Rola Farouk Chendeb

Beirut Lebanon

(+961) 71020312 | rola.chendeb@lau.edu | <https://www.linkedin.com/in/rola-chendeb/>

Professional Summary

BS in Business Marketing with hands-on experience in social media management, content creation, and digital campaigns. Strong analytical and creative capabilities in supporting brand growth, customer engagement, & data-driven marketing insights that drive impactful marketing strategies.

Education

Lebanese American University (LAU)
BS Business Marketing

Lebanon
May 2026

Greenfield College (GFC)
International Baccalaureate (IB)

Lebanon
Jul 2023

Professional Experiment

Transmed

Digital Marketing Intern

Lebanon
Jul 2025 – Aug 2025

- Managed social media platforms for the Toys department, ensuring engaging and consistent content.
- Created video content for toys to increase engagement and visibility.
- Edited photos and videos to produce quality content aligned with the brand image and marketing campaigns.

LAU Alumni Office

Alumni Relation and Events

Lebanon
Jun 2024 – Dec 2024

- Identified distinguished LAU alumni through targeted research on LinkedIn & Forbes Magazine to recognize achievements.
- Organized and supervised alumni engagement events, ensuring smooth logistics and active participation.
- Managed alumni data using Excel, maintaining accurate and updated records to support event planning efforts.

Dar Abjad

Content writer and storytelling specialist

Lebanon
Jun 2023 – Dec 2024

- Contributed to children's literacy by writing creative and educational storybooks tailored to young audiences.
- Edited and designed story visuals to align illustrations with narratives, enhancing reader engagement and comprehension.
- Delivered voice-over storytelling, adding an audio dimension to books & enhancing accessibility and engagement for children.

Extracurricular Activities

Founder, E-commerce Stores

Jun 2024 – Present

Launched two online stores, addressing market gaps and generating revenue through innovative product offerings.

Volunteer – CAS Program, Dar Al Aytam & Dar Al Ajaza

Sep 2021 – May 2023

Supported orphans and the elderly through CAS activities, fostering empathy and social responsibility.

Award Recipient, LAU & AUB Competition

Apr 2016 – Apr 2017

Won 1st place at LAU for raising recycling awareness and 3rd place at AUB's Science Fair for an innovative project presentation.

University Projects

Enhancing Domos Website

Mar 2025 – Apr 2025

Presented myriad ways in which AI can help and enhance Domos website, increase their sales, and engage more customers.

Impact of color psychology on consumer decision-making in Neuro Marketing

Mar 2025 – Apr 2025

Explained color's impact on consumer memory, attention, & arousal, showing how color priming can influence purchasing decisions.

Mother's Day Campaign for Zougheib

Mar 2025 – Mar 2025

Developed an ad for Mother's Day including a marketing strategy, customer persona, and best channels to use on social media.

Brand Audit for Najjar Coffee

Apr 2025 – May 2025

Evaluated positioning, customer perception, and competitor strategies & suggested recommendations for brand visibility.

Skills & Languages

Languages: Arabic (Native) | **English** (Fluent) | **German** (Fair) | **Italian** (Fair)

Computer Skills: Proficient in MS Office (Word, Excel, PowerPoint), AI tools in Marketing (Gamma AI, Leonardo AI, Chat GPT, Nim AI), & Social media Ads (Facebook ads, Instagram ads, TikTok ads)

Other Skills: Communication, Public Speaking, Planning & Organizing, Teamwork, and Decision Making.