

Tala Dakkak

CONTACT



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Bchamoun, Mount Lebanon

Career Objective

Marketing graduate seeking an internship opportunity to apply my academic knowledge in a professional environment . Eager to develop practical marketing skills, contribute to a dynamic team, and gain hands-on experience in areas such as digital marketing, branding, and customer engagement while continuing to grow professionally.

EDUCATION

Lebanese University (LU) – Hadath
Bachelor's Degree in Marketing

Certifications

- Diploma in Digital Marketing (SunccceednAchieve Learning Center)
- Certification in The Art of Branding (Centre MINE)
- Certification in AI & Digital productivity for employment (Amel association International)
- Certification in social media marketing (hubspot academy)

Professional experience

Sales Assistant – Salon Bassam&Nada, Ghobeiry (2023-2026)

- Assisted customers in selecting beauty and skincare products based on their needs and preferences.
- Provided excellent customer service and maintained positive client relationships.
- Promoted beauty products and contributed to achieving sales targets.

Academic projects

Marketing Club Member & Team Leader – Lebanese University, Hadath (2024-2026)

- Engaged in workshops and professional training sessions focused on marketing and business topics
- Assisted in organizing and coordinating club events and group work
- Developed teamwork, communication, and practical marketing skills through active involvement

Social media business project

- Developed a complete social Media based business concept as part of university project
- Created content strategy, brand positioning and target audience definition
- Designed and managed sample social media campaigns to stimulate real market engagement

Website Development project

- participated in the creation and design of a functional website for a business concept
- Applied principles of digital marketing and online customer engagement

New Business creation & Branding project

- Developed a full business concept including brand identity, logo design
- Worked on naming, positioning and overall branding strategy
- Contributed to building a complete Marketing presentation for the proposed business.

SKILLS

- Social Media Marketing
- Content creation & content planning
- Customer relationship management

- Communication skills
- Teamwork & collaboration
- Adaptability & quick learning

INTERESTS

- Digital Marketing & social media trends
- Branding & consumer behavior
- Learning new marketing tools
- Volunteering & community activities

LANGUAGES

- Arabic - Native
- English - Fluent
- French -Fluent