

Tatyana Naofal

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OBJECTIVE: Seeking a job in the Marketing field.

EDUCATION

Lebanese American University (LAU), Beirut, Lebanon	Aug 2023 – Jun 2026
Bachelor of Science in Business Studies – Marketing Emphasis	CGPA 3.6/4.0
Minor in Advertisement & Public Relations (PR)	

PROJECTS

Integrated Marketing Campaign – Almaza – Strategic Brand Management – LAU	Nov – Dec 2025
• Developed an integrated marketing communications strategy through consumer research & competitor analysis.	
Alfa Brand Repositioning – Digital Media Design – LAU	Oct 2025
• Conducted a brand audit & proposed strategic recommendations to enhance brand positioning & customer loyalty	
Digital Marketing Strategy – RedBull – Strategic Brand Management – LAU	Nov – Dec 2025
• Developed a digital marketing strategy focused on audience engagement, content planning & brand communication.	
Global Fashion Weeks – Fashion Marketing – LAU	Sep – Dec 2025
• Conducted comparative research, analyzing luxury branding, consumer trends, and fashion marketing strategies.	

EXPERIENCE

Aramedia Digital, Marketing Intern, Beirut, Lebanon	Mar 2025 – Feb 2026
• Supported the planning & execution of integrated digital marketing initiatives for clients across diverse industries.	
• Conducted market research, competitor benchmarking, & consumer insights analysis to support strategic decisions.	
• Developed marketing concepts and digital content aligned with client branding objectives.	
• Collaborated with marketing specialists & designers to develop social media content & promotional assets.	
• Monitored campaign performance using engagement metrics & recommended optimization opportunities.	
Axon Creatives, Content Creator, Beirut, Lebanon	Jun 2024 – Feb 2025
• Produced engaging digital content for social media platforms while maintaining consistent brand identity.	
• Created promotional copy & platform specific messaging to support brand communication & marketing objectives.	
• Managed content calendars and coordinated with creative teams to ensure timely content delivery.	
• Increased audience engagement through creative storytelling and audience-focused content strategies.	

AWARDS

1st Place National Winner – "Unleash Your Creativity" Marketing Competition – Fernand Hosri Group × EYWA	Apr 2025
Developed & presented an integrated marketing campaign – branding, consumer research, & strategic communications.	

WORKSHOPS & CERTIFICATIONS

Brand Key – Naila Saba – Unleash Your Creativity – Fernand Hosri Group × EYWA	Apr 2025
Digital Transformation – Jamil Kai – Unleash Your Creativity – Fernand Hosri Group × EYWA	Apr 2025
Copyrights – Nisrine Haddad – Unleash Your Creativity – Fernand Hosri Group × EYWA	Apr 2025
Art of Pitching – Naila Saba – Unleash Your Creativity – Fernand Hosri Group × EYWA	Apr 2025
How to Get ahead in Advertising – Joe Abou Khaled – Unleash Your Creativity – Fernand Hosri Group × EYWA	Apr 2025

EXTRA-CURRICULAR ACTIVITIES

Member – MJO	Jun 2024 – Present
Member – Live Love Kfarmishki	May 2019 – Present
Member – Shift Alwaqe3	Mar 2021 – Present
Volunteer – Life Sculptor	Nov 2023 – May 2024
Volunteer – Bassma	Oct 2023
Volunteer – Ibad Al-Rahman Association	Sep 2023

SKILLS

Computer Literacy: Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Workspace AI Tools: ChatGPT, Canva, Adobe Illustrator, Adobe InDesign, Figma, CapCut.

Languages: Arabic (Native), English (Fluent), French (Beginner).