




ANDREA M. FARAH

Master of Science Graduate

CONTACT

 Date of birth: 02/04/1993
Nationality: Lebanese

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 Beirut, Lebanon

SKILLS

Languages:

Arabic ★★★★★
French ★★★★★
English ★★★★★
Spanish ★★★★★

Computer Skills:

MS Word, Excel, PowerPoint, Internet Use, CAPSIM Simulation, SPSS Statistics.

Soft Skills:

Teamwork, Public Speaking, Communication and Organizational skills.

Technical Skills:

Surveying, Market Research, Marketing Strategy, Social Media Marketing and Social Networking.

PROJECTS ACCOMPLISHED

Napoletana- Marketing Research.

Pizza Cups- Marketing Strategy and Marketing Plan.

Anghami Competition- Won 1st place.

EXPERIENCE

Beauty Community Manager; *Webedia*

Paris, France | May 2017 - November 2017

Community management: Handled the account of L'Oréal Professionnel (on social media); Creation of content and captions.

Editorial: Prepared monthly calendars concerning themes that need to be pushed in L'Oréal Professionnel online magazine and website.

Social media strategies/recommendations: Prepared social media strategies for Greenweez and Croquetteland (Carrefour).

Financial Consultant; *Metlife Alico*

Beirut, Lebanon | February 2015 - June 2015

Prepared and researched lists of names and prospects.

Established meetings with people and prepared fact findings.

Prepared proposals and presented solutions.

Client-Servicing; *Impact BBDO*

Beirut, Lebanon | July 2013

Wrote and conducted a questionnaire.

Prepared creative briefs and competitive reviews.

Carried out a final presentation concerning one of their clients.

Public Relations; *Memac Ogilvy*

Beirut, Lebanon | June 2013

Prepared and updated report coverages.

Called media representatives to follow up.

Assisted the team in a seminar organized for GROHE in la Marina.

Reservation, Booking and Accounting; *Tree Ad*

Beirut, Lebanon | July 2012

Organized data and files.

EDUCATION

SKEMA Business School

Paris, France | 2015-2017

MSc in International Marketing and Business Development.

American University of Beirut

Beirut, Lebanon | 2011-2014

Bachelor in Business Administration with emphasis in Marketing.

Collège Notre Dame de Jamhour

Beirut, Lebanon | 1998-2011

Dual Baccalaureate (French and Lebanese- Official: 2011).

General Sciences section (Mathematics).