

**MICHELLE MARIA RAGY**

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**CORE COMPETENCIES**

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- Social Media Marketing, Brand Marketing, Digital Marketing, Design Thinking.
- U.S. Citizen, Multicultural, Worldwide experience. Fluent in Arabic, English, and French
- Analytical Thinker, Solver of Marketing Problems, Results Oriented
- Hard-working, Diligent, Enthusiastic, Risk-taker, Team player, Empathetic, Quick learner, Innovative

**EDUCATION**

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**American University of Beirut**, Beirut, Lebanon Fall 2014- Spring 2018  
*Olayan School of Business, Bachelor in Business Administration (emphasis in Marketing), Cumulative GPA: 3.67*

**Brumana High School**, Brumana, Lebanon September 2012 – June 2014  
Honors List, Cumulative GPA: 3.5

**St. Pius X Catholic High School**, Atlanta, Ga. August 2010 - June 2012  
Honors List, Cumulative GPA: 3.4

**WORK EXPERIENCE**

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**Chalhoub Group Retail: Swarovski Trade Marketing**, Dubai, UAE: Trainee August 2018 – October 2018

- Organized and Executed Trade Marketing events, ROI analysis, Q3 and Competition Reports
- Coordinated with suppliers and markets for offline Marketing tools development and implementation in UAE, KSA, QA, and KW

**Indriya**: Founder and President August 2017- Present

- Conducted market research and purchased 15+ product lines from India at wholesale for retail in Lebanese market
- Manage social media and selling account, grew following by 10x in 2 months

**Nawaya Network**, Beirut, Lebanon: Internship (NGO) June 2017-August 2017

- Observed and followed Design Thinking (market research), Business Development, and Incubation Courses
- Mastered micro-financing and mentored 60 students in development of entrepreneurial ideas

**Beirut Beer**, Beirut, Lebanon: *Leading Brand Representative* June 2014 – Present

- Working alongside the company shareholders and gain experience in corporate sales
- Leading representative at special events sponsored by Beirut Beer
- Coordinating events and recruiting hostesses capable of meeting work requirements

**MoodLab – Ked the Roof**, Beirut, Lebanon: *Social Media Manager* June 2016 – September 2016

- Created Facebook Page and Instagram Page for the venue. Gained 1,000+ followers by August 2016
- Managed and Maintained social media presence for 1 year gaining 2,000+ followers
- Coordinated social events awareness and publicity for Ked the Roof

**Accu-Chek, Roche Pharmaceuticals, Omnipharm**, Beirut, Lebanon: *Sales Manager Intern* June 2014 – August 2014

- Toured with the sales team to all major pharmacies in Lebanon
- Developed push-selling skills through direct communication with customers and study of company selling strategies

**COMMUNITY SERVICE**

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**Order of Malta** August 2012 – August 2013

- Traveled to Lourdes, France on pilgrimage to help the physically impaired
- Assisted and cared for the disabled in their daily lives
- Participated in camps for handicapped children

**Community of Christian Lives (CVX)- Head of Fundraising and Meal Planning** August 2012 – Present

- Head kitchen operations and staff at summer camps for 100+ children for all meals and snacks
- Head of fundraising for food (\$1,500+ a year) and necessary nutrition for length of the camp, and overall camp needs.

**SKILLS & INTERESTS**

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**Computer skills:** Proficient in Microsoft Office Suite, Proficient with Social Media Analytic Tools and Platforms, Beginner in Photoshop  
**Campaigns and Marketing Research:** L'Oréal Brandstorm 2017, L'Oréal Brandstorm 2018, Crowne Plaza Beirut Digital Presence, Beesline Campaign 2017, Indriya Digital Presence Analysis, Indriya Content Calendar, Crepaway Digital Presence Analysis  
**Interests:** Singing, Guitar, Flute, And Professional Makeup

\*All references are available upon request