

Lara Sammak

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Nationality: Lebanese/Canadian

EDUCATION:

Lebanese American University, Beirut Lebanon
Bachelor of Science in Business Studies - Marketing

Sept 2016 – May 2018
GPA 3.4/4.0

SPECIAL PROJECTS:

Fashion Marketing Course: Lana El SahelyxVanina Collaboration

- Create/Design a New product that represents Lana El SahelyxVanina's identity
- Plan and organize a marketing strategy & campaign

e-Marketing Course:

1. Integrated e-Marketing Communication increasing customer engagement:
Detailed report on integrated e-Marketing communication campaign that will help the LAU Adnan Kassar School of Business achieve higher levels of Customer Engagement.
2. Website Differentiation: Nike vs Under armour
Which company takes advantage of the internet and who does it better and why!

WORK EXPERIENCE:

Meatel, Beirut, Lebanon

Nov 2018 - Present

- Position: Marketing and Communication Coordinator
- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans (with a main focus on the digital channels), and objectives; planning and organizing promotional presentations; updating calendars.
- Supports sales staff by homogenizing the sales and communication material and keep them in line with the sales and the Go To Market strategy.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.

BASMA NGO, Beirut, Lebanon

Nov 2017

- Organized the collection and distribution of essential food and beverages for people in needs.
- Entertained the children under this program

MTC Touch, Beirut, Lebanon

Aug 2017

- Completed successfully a one month internship program focusing on forecast, business planning, product bundling, for and within the Business Planning division.
- Shadowed the social media account manager on how she would manage marketing campaigns and day to day activities.

KEY SKILLS & COMPETENCIES:

Business: Analytical, communication, time management, team-work, highly motivated

Computer: Microsoft Office (Word, Excel, Power Point & Outlook), Mailchimp deep understanding, Photoshop, InDesign, Illustrator

Languages: English and Arabic (fluent)

HOBBIES & INTERESTS:

Reading, Dancing, Gym