

# NOUR MAJED EL-MOFTI

Address: Al Hoda Bldg, 2<sup>nd</sup> Floor, Labban Street, Beirut, Lebanon

Phone Number: +961-78-827929

E-mail Address: nme49@mail.aub.edu

## EDUCATION

**American University of Beirut, Beirut, Lebanon**

**Expected Graduation: May 2018**

Bachelor in Business Administration, with a concentration in Marketing

GPA: **83.13/100**. Dean's Honor List Fall 2015.

**Al Ahlia School, Beirut, Lebanon**

**From September/07 to June/15**

Lebanese Baccalaureate: Official in 2015

**"Bien" Scoring**

## EXPERIENCE

**Share The Flag, Beirut, Lebanon**

**From February/18 to Present**

*Position held: Social Media Officer*

- Conducting market research to anticipate trends
- Managing social media accounts on multiple channels
- Brainstorming and developing ideas for marketing campaigns

**Sawa Association for Development, Beirut, Lebanon**

**From February/18 to Present**

*Position held: Social Media Manager*

- Developed and redesigned the NGO's online presence through Instagram and Facebook
- Planning and executing initiatives to reach the target audience through appropriate channels
- Creating visuals and infographics for social media pages

**Solidere, Beirut, Lebanon**

**From June/17 to August/17**

*Position Held: Marketing Intern*

- Oversaw two social media accounts through Facebook, Twitter, and Instagram
- Created content and content schedules following a marketing strategy
- Strategized, completed and monitored online campaigns to target groups

**Plant-For-The-Planet, Beirut, Lebanon**

**From January/11 to January/12**

*Position held: Member of the Children's Board*

- Held and participated in monthly online conferences with international environmental youth groups
- Motivated and supported peer collaboration in awareness campaigns both globally and locally
- Planned and executed environmental awareness campaigns in Lebanon

**UNEP's Tunza Program, Norway, Japan, Indonesia**

**From January/09 to January/12**

*Position held: Junior Board Member*

- Chaired the Middle East in junior conferences as a board member
- Served in the creation of ideas with other members
- Directed and attended conferences for environmental conservation

## LEADERSHIP ROLES

- Provided training to Amchit Country Club members on social media management
- Marketing Vice President in INJAZ School Project
- Lead a volunteer team to distribute food and clothing to Syrian refugees in Lebanon camps

## SKILLS

**Computer Skills:** MS Word, Excel, PowerPoint, Access, Visual creations (logos, infographics, posters)

**Languages:** Fluent in English and Arabic

**Soft Skills:** Leadership, Communication, Team-Building, Organizational, and Public Speaking.

## ACTIVITIES/ACCOMPLISHMENTS

- Member in the Music Club, Nature Conservation Club, and Yearbook Club at AUB.
- Member of Sawa Association for Development (NGO).
- Participated in the UNEP children summit for the environment in Norway, Japan, and Indonesia from 2009 to 2012.
- Winner of Al Ahlia's School 9<sup>th</sup> Grade Poetry contest.
- Voted "Most Compassionate" in high school graduation.

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### **INTERESTS AND HOBBIES**

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- Sports: Squash and basketball.
- Artistic: Painting, sketching, guitar, and violin.
- Cultural: Interested in film, art, and music.