

EDUCATION

From 09/2014 to 06/2017	American University of Beirut (AUB) Bachelor of Business Administration, BBA <u>Cumulative GPA: 84.69/100 (3.6/4)</u> Dean's Honor List for Fall Semester 2014 Member of the Beta Gamma Sigma Honor Society recognizing Business Excellence	Beirut, Lebanon
From 09/1999 to 07/2014	Rosary Sisters School <u>Lebanese Baccalaureate</u> : Official in 2014 Economics and Social Sciences	Mansourieh, Lebanon

EXPERIENCE

From 02/2018 to Present	PHD Media - Dubai <u>Junior Executive</u> – Social Media <ul style="list-style-type: none">Developed engaging, creative, innovative content calendars, which enlighten audiences and promote brand-focused messages.Worked with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages.Analyzed social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvementMonitored and developed reports on competitor activity within social media spaces.Community managed social media accounts for <i>Arla Foods</i> (Puck, Lurpak, Arla Organic), <i>Daman & Activelife</i> and <i>Porsche Centre Kuwait, KSA & Nairobi</i>.	Beirut, Lebanon
From 11/2017 to 12/2017	Vertical Media Services– Quantum Group <u>Intern</u> – Media Planning & Booking <ul style="list-style-type: none">Assisted in information analyses for different media channelsMonitored markets to keep track of competitors' media activitiesConducted media plans for specific campaigns as requested by clients	Beirut, Lebanon
From 08/2017 to 09/2017	Impact BBDO <u>Intern</u> – Client Servicing <ul style="list-style-type: none">Assisted account managers in meetings with clientsConducted creative briefs for product sponsorships in eventsConducted design briefs for the artwork department to fulfill client requests	Beirut, Lebanon
From 07/2016 to 08/2016	Columbus – Fattal Holding s.a.l <u>Intern</u> – “Reckit Benckiser” <ul style="list-style-type: none">Assisted merchandisers in their daily work in the marketConducted market analysis on certain products based on information from the marketObserved salespeople in sales negotiations with clientsAttended general business meetings in departments and gave opinions on some issues	Sin El-Fil, Lebanon
From 09/2015 to 02/2016	American University of Beirut (AUB) <u>Research Assistant</u> – Career and Placement Services Office <ul style="list-style-type: none">Liaised between students and companies to promote job vacanciesManaged job's databaseAdvertised vacancies on AUB websites and on Social Media PlatformsReviewed Students' Resumes and Cover LettersResearched for available job vacancies around the world through the internet	Beirut, Lebanon

EXTRACURRICULAR

- Marketing sub-team leader in the AUB Outdoors 2015
- Directed a short film entitled “Sketch” to raise awareness on gender-based violence for the 72 hours Film Challenge.
- Worked as Assistant Production Designer for an upcoming Lebanese feature film by Lucien Bourjeily
- Worked as Assistant Director for a graduate student short film funded by the UCLA

Computer Skills: Percolate, Sysomos, Pulsar, Facebook Ads Manager, MS Word, Excel, PowerPoint, Outlook

Languages: Fluent in English, Arabic and French

Interests & Hobbies: Camping, Acting, Improvisation, Film Making, Theater