



Rita Yachoui

Master in Digital Marketing
Bachelor in Economics

Email: ritayachoui@gmail.com

Phone: 00961 70544054

Address: Biyada, Lebanon

Date of Birth: 23/8/1993

Nationality: Lebanese/Argentinian

A hardworking and energetic marketing professional, with proven experience in content writing & copywriting, event planning and digital marketing.

Academic qualifications:

Sept 2016 — Dec 2017 **MSC IN DIGITAL MARKETING (with merit)** - *University of Reading, UK*

Jun 2014 — Sept 2015 **STUDY ABROAD ECONOMETRICS** - *University of California Irvine, US*

Sept 2011 — Oct 2015 **BA IN ECONOMICS** - *American University of Beirut, Lebanon*

Jun 2011 **LEBANESE BACCALAUREATE, Mathematics Orientation** - *International College, Lebanon*

Work experience:

May 2018 — July 2018 **CONTENT & DIGITAL MARKETER** - *ASAP Systems International – Beirut, LB*

- Content marketing: Wrote SEO-optimized content and edited publications for the website, blog posts, and press releases.
- Digital marketing: Managed the social media accounts, participated in structuring infographics' content and design, and did an email marketing campaign for the new product launch on MailChimp

Sept 2017 — Jan 2018 **SALES & MARKETING ASSISTANT** – *KASPERSKY Lab UK – London, UK*

- Ensured that creative assets like banners and online ads were created on time by graphic designers and posted according to the B2C Q4 marketing plan
- Used JIRA for company communication and SAP Ariba for creating purchase orders and invoices for marketing projects like affiliate activities and the SKY TV advertising campaign
- Worked on Amazon Vendor Central for online retail sales and updated Excel reports weekly using Pivot tables.

Jul 2012 — May 2015 **MENTOR & MARKETING ASSISTANT** – *American University of Beirut – Beirut, LB*

- Helped facilitate international students' transition process to Lebanon by supporting them as their personal mentor
- Organized study abroad conferences, reunions, and touristic events.
- Promoted and advertised these events on social media accounts, and updated the Office of International Programs' website with requested content.

Jul 2013 — Aug 2013 **MARKETING INTERN** - *Standard Chartered Bank – Beirut, LB*

- Wrote website articles and edited press releases for SCB marketing.
- Assisted relationship managers in their client meetings.
- Uploaded articles about risk awareness on the e-learning site.

Key competencies:

Management and Leadership skills

- Public relations and event organization: organized several presentations, seminars and recruitment events, as the Secretary of the Economics Student Society in AUB (for 9 months), and organized a memorable Christmas show as the Assistant Manager of Saint Vincent de Paul NGO (for 10 months).
- Leadership skills: managed a group of 40 volunteers to apply a marketing campaign, which resulted in doubling donations to the NGO compared to the previous year.
- Experience in qualified instruction and assistance: Swimming Coach for disabled children as volunteer and President of the Swimmers' Committee at SwimAbility Canada (for 2 years 9 months) and Academic Tutor for children of Palestinian Refugee Campus (for 10 months).

Personal attributes

- International exposure and working with different cultures: mentoring students from very different backgrounds at AUB (for 3 years) and studying abroad three times in the US and UK.
- Professional swimmer: participated in national and international competitions. Always an active member of the swimming team at both school and universities.
- Public speaking: active member at the 'Toastmasters International Club for Public Speaking'

Languages:

English (Native)

French (Full professional proficiency)

Arabic (Native)

Italian (Intermediate working proficiency) - Level B1.2