

# CHRISTINA MAALOUF

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## Personal Information

Birth date: February 3, 1996

Nationality: Canadian - Lebanese

## Professional Summary

Knowledgeable emerging marketing professional eager to support and enhance business and customer goals with hard work and a flexible approach.

## Education

### Master of Science: Marketing Communications

2018

Birkbeck, University of London

London, England

Thesis: Effects of Social Media Marketing on Luxury Brands.

### Bachelor of Business Administration (BBA)

2017

American University of Beirut

Beirut, Beirut Governorate

Majored in Business Administration with an emphasis in Marketing

### High School Diploma

2014

Collège Notre Dame des Soeurs Antonines - Jamhour

Jamhour, Mount Lebanon Governorate

Graduated with French and a Lebanese Baccalaureate in General Sciences (GS)

## Work History

### Marketing Intern

May 2017 - Jul 2017

Tony Ward Couture

Beirut, Mount Lebanon Governorate

- Monitored online activity for Tony Ward Couture on Instagram, Twitter, and Pinterest
- Assisted in the process of creating content that will increase the company's audience and followers on social media platforms
- Assisted in the preparation and shootings of the collections to be showcased in Paris Fashion Week
- Set up multimedia presentations for use in meetings with key stakeholders and senior management.

### Marketing Intern

May 2016 - Aug 2016

Dar Assayad

Beirut, Mount Lebanon

- Prepared reports detailing project updates, performance information and ongoing trends.
- Coordinated with vendors to develop support materials for campaigns.
- Communicated marketing teams' plans and accomplishments to verify alignment with senior management objectives.

## **Assistant Sales Manager**

Maalouf Grains

Jun 2015 - Aug 2015

Beirut, Lebanon

- Dealt with customer service issues and resolved customer problems.
- Identified marketing opportunities.
- Arranged preferred client appointments during non-store hours.
- Addressed customer service issues.

## **Languages**

- Arabic - Mother Language
- French - Fluent
- English - Fluent

## **Skills**

- Social and new media
- Social media engagement
- Microsoft Office (Word, Excel, Powerpoint)
- Decision Maker
- Effective team member

## **Facts**

- Passionate Traveler
- Fashion and Beauty enthusiast