

RASHA SEOUD

TITANIUM 2, AIN EL TINE
BEIRUT, LEBANON
DOB: 01/01/1994
MOBILE: +961 70983381
RASHASEOUD94@GMAIL.COM

EDUCATION

- **French Baccalaureate, Literature (L)**
College Protestant Français – Graduated June 2013
- **Bachelor of Business, Marketing, Lebanese American University**
Lebanese American University – Graduated June 2016, GPA: 3.33 (Honors)

ACHIEVEMENTS

- **Marketing Kingdom Workshop Event (March 17-18 2016, Beirut, Lebanon)**
 - Attended seminars and presentations by some of the world's most prominent marketing professionals (Facebook, Coca Cola, Visa and more)
 - Engaged in debates regarding different marketing strategies
 - Learned how to build an elaborate marketing plan (Market Research, Competition, market budget, set strategies for Marketing and goals)
- **Sales Management Course**
 - Extracurricular course which increased my knowledge about sales, steps of selling and how to communicate with the customers
- **Project with Leo Burnett as part of Consumer Behavior course at LAU (Fall 2014)**
 - Learned new strategies on how to target the new generation
 - Presented the project to Leo Burnett marketing department

WORK EXPERIENCE

- **MEST Company (Summer 2017)**
 - Selling and learning all kinds of Marble and Ceramics (from Italy and Spain)
 - Handled the Invoices of the customers and the inventory.
- **Beat Experience (23 March 2017- 11 June 2017)**
 - Worked on Ramadan 2017 Campaign for Ajialouna (NGO) "Ramadan Bel Aleb"
 - Handled the street decoration for Ramadan, (collaboration with different designers to design the hearts) and the production of the hearts from painter to the carpenter and the branding of the boxes.
 - Follow ups with the designers and the invitees for the press conference (happened on 17th of May in Yacht Club)
 - Worked on the big event "Iftar bel Aleb" on June 9, responsible for the logistics of the event: lights + sound system + flow program of the event and handling the media people when they arrive to the event
- **Internship at Educom Overseas, (November 2016 - January 2017)**
 - Meeting students, discussing their Masters opportunities and matching them with university programs that fit them best
 - Facilitating students' applications and helping them in the applying process.
 - Following up with the students regarding any progress from the universities during and after applying.
 - Representing the company at AIESEC event in American University of Beirut (AUB)
- **Internship at Social Media House, TSMH (October-November 2016)**
 - Create content for customers
 - Posting and boosting on Facebook and Instagram
- **Internship at Curly Brackets (September 2016)**
 - Understanding Social Media Management
 - Creating a Social Media plan
 - Creating Social Media posts for a client for a month-by researching content
 - Facebook Advertising Campaign
 - How to create an info-architecture
 - Creating an info-arch for a website with copy write

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- ***Internship at MEST Company (Summer 2016)***
 - Learned how to sell Marble and Ceramics
 - Worked in the Accounting Department: entering invoices to the system (sales, exporting, importing, bills for customers or companies)
- ***Volunteer at BASMA Foundation (Spring 2015)***
 - Collected clothes and distributed them to refugees in need
 - Helped organize the BASMA stand at Mar Mikhael Open Street Festival

SKILLS

- Language Skills:
 - Fluent in French, English and Arabic
 - Spanish (Beginner)
- Computer Skills: Proficient in Microsoft Office
- Communication and Interpersonal skills
 - Social Media Knowledge (using different platforms: Facebook, Instagram and Snapchat)
 - Leadership/Team Working/Ambition and Motivation: Football (LAU Varsity Team leader and player, participated in tournament in Serbia, won France and Gothia Cup twice in Sweden)