

RAYANNE AUDI

Winner of the Cisco case at the LAU Case Competition 2018

Date of Birth: 07/04/1997

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EDUCATION

LEBANESE AMERICAN UNIVERSITY (LAU)

Marketing Emphasis

Member of the Entrepreneurship and Event organization club at LAU

Expected Dec 2018 BS in Business

Major GPA : 3.20

COLLEGE NOTRE DAME DE NAZARETH

French and Lebanese Economic Baccalaureate

Sept 2015

Beirut, Lebanon

EXPERIENCE

XLAB, Planning and Experiential Marketing Intern (Beirut, Lebanon)

July 2018 October 2018

Proposals: Brainstorming, edit and submit proposals, pitch proposals to clients like Starbucks, Trident, Hicart, annual bank gala dinner and Madj el Foutaim (4 out of 6 pitch approved and executed)

Execution and dismantling: contacted suppliers and magazines, organized and monitored marketing tech activations, prepared pre and post event check list, implemented internal and external client reports. Managed social media accounts during and after activations

Organization: Organized and listed the inventory, fixed social media pages as well as Business linked-in profiles, edited company's mission statement

Market Research: Competitors in Lebanon and Consumer behavior

LEO BURNETT, Leo academy Strategic planning Intern (Beirut, Lebanon)

June-July 2018

Team work and execution: Team leader of a group of 7 interns working on a Christmas campaign for Exotica, conducted market research, created content calendar, planned the entire campaign including the PR stunts visuals and online campaigns.

Individually: Social media reports for Loreal products, created content calendars for KitKat Arabia (in English) and Jebnit Abu Al Walad (in Arabic) in addition to proposing a new concept for their YouTube channel.

Extra work: brainstorming session for McDonalds Arabia's launch of a new product, worked on creating a campaign to promote a new airline in the middle east region

Market Research: Competitors in Lebanon and Consumer behavior

TRAVELLER INTERNATIONAL, Account executive (Beirut, Lebanon)

April 2018-Present

Handling: meetings with clients and closing deals

BRAIN CHEESE POP-UP CONCEPT RESTAURANT, Founder (Beirut, Lebanon)

August 2017- Present

Handling: Social media, PR, Operations

G. A. BAZERJI & SONS (Official resellers of Maserati and Suzuki), Marketing and Events intern (Beirut, Lebanon)

June-August 2016

Communication: Preleases, ads on social media and billboard, TV campaigns

Client service: Handling correspondences (phone calls, emails) with clients as well as other departments within the company

Events: Assisting in the organization of the Mzar festival event's official car stand

ABOU AADAL GROUP (HOLDAL), Intern- Retail Department of Lancel and Longchamp- Events department of ST Dupont

October-December 2016

Assistance: side by side with the brand manager in developing the marketing plan and strategy for liquidation sales, allocating stocks, monitoring all the branches in Lebanon. Assisting in organizing an S.T Dupont event.

Market Research: Competitors in Lebanon and Consumer behavior

EXTRACURRICULAR ACTIVITIES

Workshops:

- Emotional Intelligence Workshop, LAU
- How to develop strategic international partnerships for mission driven initiative
- Digital marketing workshop

Competitions:

- Winner of the LAU case competition 2018 (Cisco Case)
- 2nd runner up at Innovation weekend VI, with LBCI as client (team "My Circle")

Volunteer Work:

- Active member of the Beirut Marathon organization team
- Volunteer Social media manager of the Beirut Fashion Week
- Volunteer at OFFRE JOIE Association: rebuilding houses that were destroyed after a terrorist attack in Achrafieh
- Anta Akhi organization: Took care of disabled kids and adults during the month of Christmas

TECHNICAL SKILLS

Languages: French (Native), Arabic (Fluent), English (Fluent), Spanish (Basic)

Computer Skills: Microsoft Office, Microsoft AX, Facebook Ads Manager, Google Analytics, Social media monitoring tools