

Mirna El halabi

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EDUCATION

Lebanese American University
BS in Marketing GPA:3.85

Graduation Date: *June 2025*

RELEVANT COURSEWORK

- Artificial Intelligence in Marketing
- Integrated Marketing Communication
- Marketing Strategy
- E-marketing
- Marketing Research

WORK EXPERIENCE

ICC

Beirut

Marketing Intern

Jun 2025 - Present

- Supported website updates and landing page content for digital initiatives.
- Drafted email marketing messages and created content for social media, newsletters, and internal presentations
- Maintained and cleaned CRM data for contact quality
- Used canva to create inter communication video

Wrights Resumes and Connections

Remote

Content Creator

Sep 2024 - Dec 2024

- Developed engaging content for social media platforms,increasing audience audience engagement and brand awareness
- Collaborated with the team to create and implement marketig campaigns tailored to targeted audiences

CERTIFICATIONS

HubSpot

Nov 2023 - Dec 2023

Inbound Marketing,

- An inbound approach to creating content, using social promotion, converting and nurtuting leads and marketing to customers

IRB Exempt Research, CITI Program

Oct 2024 - Oct 2024

- This certification strengthens the foundation in conducting ethical research, particularly in the social and behaviorial sciences added to that understanding complex marketing research methodologies

Introduction to PR, PR Academy

Jan 2025 - Jan 2025

- A comprehensive course covering the fundamentals of public relations, including media relations, communication strategies and reputation management

LEADERSHIP EXPERIENCE

MMKN

Feb 2025 - Apr 2025

Coordinator

- Managed communication with tutors, students, and the MMKN team, including reminders, attendance, and scheduling issues.
- Oversaw tutor performance, updates student contact info, and maintains accurate attendance records.
- Handeled session reminders, rescheduling, and weekly attendance submissions.

SKILLS

- Technical Skills:CRM, Email Marketing, Canva, Digital Marketing
- Soft Skills: Creativity, Critical Thinking, Communication skills
- Languages: Fluent in Arabic & English