

Gaelle Haddad

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EDUCATION

Holy Spirit University of Kaslik (USEK)

Lebanon | Sep 2022 – Jun 2026

- Bachelor of Business Administration – Marketing
- GPA: 89 / 100

Ecole Saint Joseph Filles de la Charité Zouk

Lebanon | Sep 2005 – Jun 2022

Economics & Sociology Track – Top of Class

PROFESSIONAL EXPERIENCE

ShareQ – Business Management Intern

Lebanon | Jul 2025 – Sep 2025

- Supported cross-functional business and operational initiatives during a 313-hour internship within a fast-paced entrepreneurial environment
- Conducted market and partnership research on 30+ NGOs, funding programs, and international opportunities to support business development and strategic collaborations
- Prepared reports, presentations, meeting minutes, and internal documentation for senior management, improving communication flow and project coordination
- Contributed to entrepreneurship studies and business tools used for project planning, stakeholder engagement, and strategic decision-making

CBrands – Retail Sales Associate

Lebanon | Jul 2024 – Apr 2025

- Delivered customer-facing sales support and brand representation to 40–60 customers daily within a high-traffic retail environment
- Increased average transaction value by approximately 15% through upselling, personalized recommendations, and strong customer engagement techniques
- Collaborated with a team of 7+ staff members to execute merchandising strategies and maintain premium in-store brand presentation standards
- Supported inventory management and product organization across 200+ SKUs, ensuring product availability and optimized customer experience

Traffik360 – Brand Promotion & Customer Engagement Representative

Lebanon | Jan 2023 – Jul 2023

- Represented leading consumer brands during promotional campaigns, experiential activations, and customer engagement events
- Engaged with 100+ customers per activation through product demonstrations, live interactions, and brand storytelling initiatives
- Contributed to increasing customer engagement and product awareness by approximately 20% through interactive promotional activities and direct consumer outreach
- Collected customer insights and campaign feedback to support activation performance analysis and improve future marketing initiatives

EXTRACURRICULAR & LEADERSHIP EXPERIENCE

Agri-Food Transformation Hackathon – Finalist

Mar 2026

- Collaborated within a multidisciplinary team to develop and pitch an innovative agri-food business concept addressing sustainability and consumer needs
- Applied creative problem-solving, presentation, and strategic thinking skills within a competitive innovation environment

UBS Alumni Impact Marketing Competition – 2nd Place Winner

Nov 2025

- Developed and presented an integrated marketing campaign for *Le Comptoir de Mademoiselle*, securing 2nd place among competing university teams
- Contributed to brand positioning, customer segmentation, campaign messaging, and go-to-market recommendations as part of a collaborative project team

SKILLS & ADDITIONAL INFORMATION

Languages: Arabic (Native) – French (Fluent) – English (Fluent)

Technical Skills: Microsoft Office Suite (Excel, PowerPoint, Word, Outlook) – Market Research – Consumer Engagement – Brand Promotion – Sales Support – Presentation Development – Pitch Deck Preparation – Social Media Marketing

Soft Skills: Communication – Client Engagement – Presentation & Storytelling – Team Collaboration – Adaptability – Problem-Solving – Time Management – Attention to Detail

Interests: Social Media Marketing – Music – Dance – Event Engagement