



Kassem Ismail

Business Marketing Student

Dedicated business marketing student at LAU with a passion for e-commerce, public speaking, and marketing strategy. Seeking an internship to leverage my knowledge and skills to create impactful marketing solutions and gain hands-on industry experience.

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📍 beirut, lebanon

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EDUCATION

bachelor's degree in business marketing
Lebanese American University (LAU)

08/2023 - present

PROFESSIONAL EXPERIENCE

Speaker & Participant – Wolf of Bey E-commerce Workshops
wolfofbey

10/2023

Volunteering

makhzoumi foundation

10/2024 - 12/2024

Beirut, Lebanon

Achievements/Tasks

- Managed social media content for the organization's Instagram account
- Designed visually appealing posts using Canva to enhance engagement and reach.

SKILLS

Public Speaking & Communication

Marketing Strategy & Analysis

E-commerce Development

Social Media Marketing (Instagram, TikTok, Facebook)

Data Analysis (Excel, Google Analytics)

Design Tools (Canva)

CERTIFICATES

digital marketing - Hubspot academy (11/2024)

LANGUAGES

arabic

Native or Bilingual Proficiency

French

Full Professional Proficiency

english

Full Professional Proficiency

INTERESTS

E-commerce trends and digital marketing

Public speaking and leadership

Exploring innovative business models and entrepreneurship