

# Lea El Eid

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## EDUCATION

**Lebanese American University** Beirut, Lebanon  
**Bachelor degree in Business Marketing**  
GPA 3.3

September 2021-June 2024

**Lycée Franco-Libanais Verdun**, Beirut, Lebanon  
French **Baccalaureate**

July 2021

## EXPERIENCE

**Fashmore&Co**, Beirut, Lebanon  
**Junior Marketing Officer**

August 2024-Present

- Conducted market research to analyze trends and customer preferences, contributing to data-driven marketing strategies
- Assisted in the creation and management of engaging content across digital platforms
- Supported the execution and optimization of marketing campaigns by tracking and analyzing results
- Coordinated with team members and external vendors to ensure seamless implementation of marketing initiatives

**MDIC Firm**, Beirut, Lebanon  
**Marketing Intern**

June 2019

- Introduced to the Business Marketing field, started developing creativity and critical thinking skills
- Collaborated with team members on various projects
- Assumed responsibility for administrative tasks as needed

## WORKSHOPS AND CERTIFICATIONS

**Developing a business plan: LAU soft skills event**, Beirut, Lebanon.

April 2024

- Developed and introduced a new business plan “Rescue Eats” to LAU faculty and outside Judges
- Worked closely with team member to design a business poster and to create marketing, financial, and operation strategies for our business

**Social-Behavioral Researcher certificate**, Beirut, Lebanon

October 2023

- Completed 8 modules through the CITI program.
- Acquired different information on regulatory and ethical issues important to the conduct of research

**Inbound Marketing Certificate**, Beirut, Lebanon

November 2022

- Completed through HubSpot Academy
- Learned about inbound marketing techniques and understood its core tactics

**Nestle x L'Oréal Next Level**, Beirut, Lebanon

July 2022

- Completed 4 distinct programs: digital acceleration, personal branding, financial literacy, and design thinking

## EXTRACURRICULAR ACTIVITIES

**Varsity team**, *previous player*

January 2023-May 2024

- Part of the Lebanese American University Futsal Women's Team
- Learned to be a team player and developed communication skills

**Caritas youth**, *volunteer*

October 2023-December 2023

- Actively volunteered with Caritas youth
- Participated in social work activities: helping elderly people, education for students, and activities for children

**Lebanese American university: Dance club**, *social media member*

January 2022-March 2022

- Social media and event assistant

## SUMMARY SKILLS

**Languages:** Arabic (native), English (fluent), French (fluent), Spanish (A2 level)

**Computer skills:** Microsoft office skills, social media skills

**Soft skills:** communication, management, and negotiation skills, emotional intelligence, problem-solving, team player, critical thinking