



Layla Ahmad

Department: Marketing | **GPA:** 3.8

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Objective

Ambitious marketing student with a passion for digital marketing, branding, and consumer behavior. Looking for internship opportunities to apply my academic knowledge and gain hands-on experience in a dynamic marketing environment.

Education

College of Business Administration, [kuwait university]

Bachelor of Business Administration (BBA) — Marketing

Graduation Year: 2026

GPA: 3.8/4.0

Skills

- Digital Marketing & SEO
 - Consumer Behavior Analysis
 - Social Media Marketing
 - Content Creation & Strategy
 - Data Analysis & Reporting
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Relevant Coursework

- Marketing Research
- Consumer Behavior

- Advertising & Public Relations
 - Digital Marketing Strategy
 - Brand Management
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Experience

Marketing Intern, XYZ Marketing Agency (June 2024 – Aug 2024)

- Assisted in the creation of digital marketing campaigns for clients across various industries.
 - Conducted market research and competitor analysis to inform strategic decisions.
 - Managed social media accounts and assisted in content creation.
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Activities

- Member, Marketing Club, CBA
- Volunteer, University Career Fair