

# Loulwa Al Saad

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## EDUCATION

### Bentley University

Waltham, MA

- Candidate for B.S. degree in Marketing with a minor in Management
- President's List, Dean's List; Cumulative GPA: 3.48

May 2015

### University of Virginia Semester at Sea

- Study Abroad Program

Spring 2013

## PROFESSIONAL EXPERIENCE

### Verge Campus LLC

Boston, MA

#### Marketing and Social Media Intern

January 2015 — Present

- Responsible for assisting the director in creating marketing strategies to promote the Verge Campus Chapter program to universities in the U.S.; using direct marketing to reach out to universities in the New England area.
- Utilized Verge Campus social media with the aim to reach 10+ hits per day from college students.
- Edited and ensured that articles published on the company's online magazine were engaging and relevant to students.
- Responsible for pitching Verge Campus to brands relatable to students.

### Al Khalidi Medical Center

Amman, Jordan

#### Marketing Intern

Summer 2014

- Created material for the hospital's new Training and Education center website to build corporate identity.
- Used social media platforms such as Facebook and Instagram to promote website traffic; reached 2000+ likes on Facebook in two months.
- Tasked with developing marketing strategies from ideation to execution specific to the training center; implemented the opening of workshops at several universities in Jordan in order to partner with them and attain accreditation.

### Drive Dentsu Advertising Agency

Beirut, Lebanon

#### Advertising Intern

Summer 2013

- Reported directly to the managing director of the Client Service's department.
- Edited creative briefs specific to several clients including but not limited to Jammal Trust Bank and Toyota.
- Researched the most efficient and effective media outlets to be utilized for attracting the greatest pool of viewers including digital, T.V. and print.
- Reviewed magazines and online ads for new trends in order to provide insights in the development of future advertisements.

### Watan TV (Ro'ya)

Amman, Jordan

#### Innovation Fellow

Summer 2012

- Organized the daily schedule for the on-air morning show (Donya Ya Donya).
- Initiated contact with various professionals for guest appearances on the show.
- Managed all amenities for the show including transportation means for the guests being interviewed.
- Participated in the show's stage setup and design based on the discussion topic chosen by the TV hosts.

## LEADERSHIP AND INDUSTRY EXPERIENCE

### Integrated Business Project

- Collaborated with five classmates on a project to solve problems for a start-up called Rocked Performance Jewelry.
- Presented our recommended solutions in the form of an integrated business report which included marketing, finance, accounting, operations and management solutions for the client organization.

## SKILLS & INTERESTS

### Language Skills:

- Fluent in Arabic.

### Technical Skills:

- Highly proficient with Microsoft Office, FactSet, @Risk, SPSS, SAP, ProcessModel.

### Interests and Awards:

- Young Arab Leaders Association, Bentley University; Prince Hassan Youth Gold Award; Prince Hassan Youth Silver Award; Amman Model United Nations, head of Administrative Staff.