

Romy Abou Chehade



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Marketing & Advertising



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Beirut, Lebanon

Profile

Fresh graduate in Marketing and advertising at Université Saint Joseph. Highly motivated, possess strong communication skills. I can be held accountable for any task I take part in or any situation that I am presented with.

Education

Marketing and Advertising

09/2020 - 06/2023

Institut de gestion des entreprises

USJ

Beirut, Lebanon

Lebanese Baccalaureate, option Sociology and Economics

09/2010 – 06/2020

Collège Mont La Salle

Ain Saade, Lebanon

Experience

Sales intern at SKAFF – July 2021 – August 2021

Marketing intern at Gabriel Bocti (LivGood) - 1st June 2022- End of July 2022

Content department intern at And Beyond Mena - August 2023 – October 2023

Projects

- Created a Google Ads campaign for a brand of my choice as a university project.
- Developed content calendars for various clients and generated creative content ideas for their social media accounts.
- Conducted market research for the brand “RBG FARMS” specifically focusing on dairy products in Lebanon as part of our final year project.

Additional skills

- Languages: English, French, Arabic
- Microsoft Office: Proficient in Word, Excel, and PowerPoint
- Proficient in Adobe Photoshop, Illustrator, and Canva