

Manal Tellal
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EDUCATION

University of Miami **Coral Gables, Florida**
Bachelor of Business Administration
Major: Business Technology | Minor: Psychology Expected Graduation: May 2020

- **Relevant Coursework:** Marketing, Critical Thinking and Persuasion, Programming, Business Technology.

WORK & LEADERSHIP EXPERIENCE

Civil, Architectural and Environmental Department – College of Engineering **Coral Gables, Florida**
University of Miami
Marketing Assistant May 2019 - Present

- Supporting marketing and communication executives in organizing various projects including graduate students' recruitment.
- Creating marketing content including web design, social media posts, flyers and other promotional items.

Inglot Cosmetics USA, Tysons location **Tysons, Virginia**
Assistant to Co-President and COO February 2018 – July 2018

- Managed Co-President's calendar including meetings with potential and current partners in the beauty and fashion industries such as Paul Mitchell Schools' managers and celebrity makeup artists.
- Created financial reports for weekly deposits including credit card and cash transactions of the Inglot Tysons Corner location and managed store's financial opening and closing procedures: counting cash in the registers before business hours and ensuring the accuracy of cash envelopes after closing.

Inglot Cosmetics USA, Tysons location **Tysons, Virginia**
Marketing Coordinator August 2017 – July 2018

- Created marketing campaigns including design and graphics, copy creation and deployment in social media platforms, websites and advertisement brochures to promote current and newly launched products and services.
- Planned and organized master classes and private store events, including the Jennifer Lopez x Inglot New Collection launch event, by contacting vendors, press, and inviting celebrity bloggers and Beauty and Fashion enthusiasts.
- Analyzed customers' surveys and data in order to identify needs and business opportunities.
- Represented Inglot Tysons at public events such as the Leukemia Ball and the Women in Tech Summit in Washington D.C. and partnered with Nonprofit Organizations including Latinas 4 Latinas to raise funds for major causes.
- Managed Inglot Tysons' social media presence including Facebook and Instagram: Posted daily updates about deals and sales, communicated with followers and answered questions.

Montgomery College Enactus – Macklin Business Institute **Rockville, Maryland**
Project co-leader and Team member September 2015 – May 2017

- Co-lead Raptors for Change project (*Fall 2016*), a social entrepreneurship competition that raises money for various causes such as women entrepreneurs in Uganda and orphans in South America, by creating and managing 12 teams and guiding their fundraising activities.
- One Hen Project – Provided microloans to entrepreneurs all over the world through Kiva with funds collected from the profits of the Macklin Business Institute Café, a student run Starbucks on campus.

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Arabic, French and English; Conversational Proficiency in Spanish

Activities: Phi Theta Kappa. Model United Nations, Morocco.

Interests: Business Technology, Marketing, Cultures and Languages, Psychology.