

## LEELA BELAOUCHI

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### OBJECTIVE STATEMENT

Highly motivated marketing major seeking an entry level marketing role. Proficient in Excel, Canva, HubSpot, MS Office Suite, and several social media platforms. Proven ability to develop engaging marketing content that effectively resonates with business values and target audiences to drive business growth. Looking to leverage a strong work ethic and communication skills in a dynamic marketing role.

### EDUCATION

Texas A&M University-Corpus Christi (TAMUCC)

Bachelor of Business, Marketing | Expected Graduation: May 2025

Relevant Courses: Digital Marketing, Consumer Behavior, Marketing Strategy, Marketing Research & Analytics.

### RELEVANT EXPERIENCE

#### Marketing Intern (Pilates Studio Be & Divine Moon) 07/2024 – 01/2025

Assisted in developing and executing marketing strategies, Increased visibility, built trust, and familiarized the audience with the company's offerings.

Created and scheduled engaging content for social media platforms, leading to a 25% growth in followers and a significant increase of overall engagement from 2.98% to 7.54%.

Partnered with outside organizations to coordinate community events and workshops, strengthening client relationships, and driving a 20% increase in customer retention.

#### Amazon Student Prime Brand Ambassador (Wasserman Next Gen) 07/2023- 09/2023

Promoted student Amazon Prime memberships at Texas A&M University-Corpus Christi by executing targeted marketing initiatives, resulting in an increase in student sign-ups.

Created engaging Instagram and TikTok reels in collaboration with brands like StudentUniverse and Course Hero, generating an average of 2,000+ views per post and boosting brand engagement. Organized interactive campus events to enhance brand visibility, attracting students and increasing awareness of promotional offers. Strengthened digital marketing skills by designing giveaways and interactive content, leading to higher audience participation and an increase in social media engagement.

### CERTIFICATIONS

- Sales Enablement (HubSpot) | 10/2024
- Generative AI: Prompt Engineering (Coursera/IBM) | 11/2024
- Social Media Management (Coursera/Meta) | 2024
- Content Marketing (HubSpot) | 02/2025
- Social Media Marketing (Hootsuite) | 02/2025
- Inbound Sales (Hubspot) | 09/2024
- Frictionless Sales (Hubspot) | 09/2024

### PROFESSIONAL SKILLS

Expertise in storytelling/brand messaging, strong written/verbal communication skills, ability to collaborate with cross-functional teams

Developed skills in campaign strategy/optimization and public relations.

### TECHNICAL SKILLS

Experience in analyzing data analytics and metrics/ Proficient in Excel, Canva, MS Office Suite, HubSpot  
Social media marketing/content creation experience (meta, Instagram, TikTok, Facebook)