

Meriem Zahra Laribi

Personal Information

Nationality: Algerian
Work Permit: Authorized to work in Portugal (Valid Residence Permit)
Availability: 07/2027

Contact Information

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Education

Esade Business & Law School, Ramon Llull University Master of Science in Business Analytics	Barcelona, Spain 09/2026-10/2027
City University of Hong Kong Bachelor Exchange Semester	Hong Kong 08/2025-12/2025
Católica Lisbon School of Business & Economics Bachelor's in Business Administration	Lisbon, Portugal 09/2023-06/2026

Professional Experience

Católica-Lisbon Investment Partners <i>Marketing & Events</i> Marketing Associate - Designed and executed multi-channel marketing campaigns across social media, email, and print materials to promote networking and educational events. - Coordinated event logistics with cross-functional teams, ensuring consistent branding and seamless event execution. - Increased event attendance by over 30% through targeted promotional strategies.	Lisbon, Portugal 01/2025-06/2025
Católica Marketing Club <i>Marketing</i> Social Media Team Member - Managed Instagram Stories, developing educational marketing content for the club's student community. - Created and published weekly "Marketing 101" and "Marketing Monday" story series. - Increased Instagram engagement and expanded the club's reach through consistent content creation.	Lisbon, Portugal 01/2024-06/2025
Cophyd Cosmetics Company <i>Cosmetics / Retail</i> Marketing Intern - Planned in-store promotional events to increase brand visibility and customer engagement. - Coordinated vendors and promotional materials, increasing event foot traffic by 25%. - Executed targeted email marketing campaigns and improved click-through rates through audience-focused content.	Algiers, Algeria 06/2024-08/2024

Languages & Digital Skills

French (Native), English (Fluent), Portuguese (Fluent), Arabic (Fluent), Spanish (Basic)
Microsoft Excel (Advanced), Microsoft PowerPoint (Advanced), Python for Data Analysis (Intermediate): NumPy, Pandas, SciPy, Matplotlib, Requests

Additional Information

- Cross-Cultural Project Lead | City University of Hong Kong
Selected to lead a cross-cultural team of local and international students, directing research on Asian consumer trends and delivering a final pitch ranked in the top 10% of the cohort.
- Social Media Takeover | Católica Marketing Club
Led a full-day Instagram takeover, producing behind-the-scenes content, interviews, and live story updates that increased audience engagement and expanded event reach.
- CLSBE Junior Executive Program
Selected for a competitive pre-university business program, applying business, economics, and management concepts through case studies and collaborative projects.