



# LOJAIN ABU NASER

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Marketing | Account Management |  
Events | Visual Communications

## EDUCATION

**Canadian University Dubai,  
Dubai, UAE - 2021-2024**

- Bachelor of Arts in Creative Industries
- CGPA: **3.98/4.00**

**Toronto Metropolitan University,  
Ontario, Canada - 2020-2021**

- Exchange Year

## LANGUAGE

- **English** (Native)
- **Arabic** (Proficient)

## AWARDS

**Best Advertisement Campaign -  
Gostoso Coffee Shop (2024),**  
Canadian University Dubai

**Academic Excellence Award -  
International Logistics Program  
(2022),** DHBW, Mannheim, Germany

**Best Campaign Pitch - MaxPro  
Sports ft. Shaquille O'Neal (2022),**  
Canadian University Dubai

## SKILLS & EXPERTISE

**Technical:** Adobe Creative Cloud,  
Final Cut Pro, Procreate, Canva,  
Shopify, Microsoft Office Suite

**Professional Strengths:** Problem-  
Solving, Strong Organization & Time  
Management, Attention to Detail &  
Proactivity, Effective  
Communication & Collaboration

## PORTFOLIO LINK -

<https://lojainabunaser.wixsite.com/website>

## PROFESSIONAL SUMMARY

Marketing, Communications, and Events professional with hands-on experience in campaign development, event coordination, and brand activation. Contributed to projects for clients such as Disney, Burberry, and W Dubai - Mina Seyahi, supporting initiatives across PR, influencer engagement, and visual communications.

## EXPERIENCE

### Digital Sales & Marketing Executive (Part-Time)

***Pinocchio World, Dubai, UAE | Jan 2022 - Present***

- Supported client projects for Disney and Wooderful Life, helping maintain consistent branding and client expectations.
- Participated in creative tasks across product design, social media, and e-commerce, contributing to on-brand campaigns.
- Created marketing assets and reports while communicating effectively with clients and team members.

### Marketing & Production Executive (Internship)

***KHAMSA Magazine, Dubai, UAE | Apr 2025 - Jul 2025***

- Assisted in creating briefs, concepts, and content for luxury campaigns, including Burberry and W Dubai - Mina Seyahi x Thomas L  lu.
- Supported influencer and model coordination, acting as a point of contact between talent and the brand to enhance campaign reach.
- Conducted market and media research and helped prepare PR proposals to improve targeting and client outcomes.

### Lead Designer & Brand Coordinator (Freelance)

***Dreemie Shop, Dubai, UAE | Jan 2023 - Jan 2025***

- Created original characters and illustrations for 50+ merchandise items, supporting concept development through production.
- Helped with social media management and produced branding assets and promotional content to boost engagement.
- Collaborated with production partners to help ensure smooth launches and consistent brand presentation.

### Events Coordinator

***Canadian University Dubai, Dubai, UAE | Aug 2023 - May 2024***

- Planned and executed 4 university events with 500+ attendees collaboratively with a team.
- Handled budgets and coordinated with vendors, ensuring cost efficiency and smooth operations.
- Implemented digital campaigns that drove strong attendance.