



# Joya el Khoury

Fashion Marketing-Fashion designer

London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

Arabic (Fluent)

English (Fluent)

French (Native)

## About

I cherish the power that comes with being a fashion designer and marketer as well as the way that my creative ideas may empower others in recognizing and expressing their place in life. Ambitious, highly motivated, and goal-oriented eager to continually grow and contribute to today's changing and always demanding in the fashion industry.

### BRANDS WORKED WITH

Edward Arsouni Couture

Emergency room Beirut

GEORGE HOBEIKA

Sunofjoy.lb - Bellemetal.lb

X Terrace fashion platform

## Experience

### ● Sunofjoy.lb - Bellemetal.lb | Nov 2020 - Now

Creating original artwork and logos for private clients.

-Owner of bags and accessories stores (November 2020 - present) Managed two business accounts on Instagram. Customized bags selection, and hand made jewelry pieces designed by yours truly.

-Sunofjoy.lb

-Bellemetal.lb



### ● Marketing Specialist

X Terrace fashion platform | Sep 2022 - Jan 2023

Execute marketing strategies to grow the business and develop ideas and business strategies to increase sales, as well as maintaining social media and website content Design, develop and execute marketing campaigns/promotion materials.

### ● Fashion marketing position

Edward Arsouni Couture | Mar 2021 - Oct 2021

initiatives, Grow tie potential business partners and carrying out market research including competitors and customers.

-Event organization and management

-Fashion marketing position Edward Arsouni Couture (March 2021 - October 2021) Managed their social media accounts and website. Planned campaigns in order to help sell clothing brands.

### ● Fashion designer

Emergency room Beirut | Jan 2021 - Apr 2021

Helped the head designer to showcase clothing, products, accessories, and other merchandise directly to consumers or retailers.

-Backstage coordinator (September - 2020) One of the backstage coordinator of MOESHOUR fashion show.

### ● Fashion designer Intern

GEORGE HOBEIKA | Jun 2019 - Dec 2019

Responsible for creating new designs, conducting research, collaborating with the team, overseeing production, and participating in fashion shows.

## Education & Training

2022 - 2023

### ● Coventry University London

Masters, Fashion business and marketing

2018 - 2021

### ● Saint Joseph University of Beirut

bachelor in fashion design, Bachelor of Arts

