

Reef El Zein

EDUCATION

American University of Beirut (AUB)

MBA

2016 - 2018

- GPA: 90
- Relevant Courses:
 - Social Media Strategy
 - Marketing of the Luxury Experience
 - Consumer Behavior
 - Entrepreneurship & Innovation Practicum

American University of Beirut (AUB)

BBA

2011 - 2014

- GPA: 87
- Dean's Honor List: 4/6 semesters
- Beta Gamma Sigma: lifetime membership for the top 10% students

SUMMARY SKILLS

Languages

Arabic

English

French

Computer

MS Excel

- Pivot tables
- Formula functions

MS PowerPoint

- Slide master
- Customized slides and templates

CONTACT ME

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📍 Clemenceau, Beirut

in [linkedin.com/in/reefzein/](https://www.linkedin.com/in/reefzein/)

WORK EXPERIENCE

MSC Mediterranean Shipping Company (Lebanon) SARL

Business Process Developer

2014 - 2017

- Saved \$126K within 2 years by introducing the SAP accounting system
- Developed 3 leaders by introducing succession planning
- Optimized sales tracking by creating a semi-automated report for 3 departments
- Developed sales team by identifying skills in need of improvement and arranging for the necessary training
- Improved interdepartmental relationships by hosting weekly case clubs and team building activities
- Organized 3 company events for internal & external stakeholders including MSC's 20th Anniversary event (1,200 guests)

AWARDS & HONORS

University of Münster Case Challenge

2018 | University of Münster, Germany

- First-Place Division Leader & First Runner-Up Finalist
- Competed against 11 top business schools
- Developed go-to-market and customer experience strategies in 3 different industries

MBA International Case Competition

2018 | John Molson School of Business – Concordia University, Canada

- First-Place Division Leader & Semi-Finalist
- Competed against 35 top graduate business schools
- Developed marketing mix & implementation strategies in 6 different industries

Outstanding Achievement in Casework and Teamwork

2014 | American University of Beirut (AUB)

- Earned full marks on peer evaluations by 19 peers

CERTIFICATES

Fundamentals of Digital Marketing

2018 | Google Digital Garage

- Learned about search, SEO, SEM, social media & analytics

Google Ads Search

2018 | Google Academy for Ads

- Learned about online advertising best practices and Google Ads

Fashion Design

2016 | Esmod Beirut

- Created a mini womenswear collection based on a mood board using fashion illustration & fabric manipulation techniques

Fashion Business

2016 | Esmod Beirut

- Explored brand identities, fashion marketing principles & the creation of luxury brand experiences