

## Curriculum Vitae

### OBJECTIVE

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Seeking a good marketing position where I can apply my experience and develop my career.

### AREAS OF EXPERTISE

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|                                      |                                   |
|--------------------------------------|-----------------------------------|
| Communication and negotiation skills | Advertising                       |
| Strategic analysis                   | Digital marketing                 |
| Brand development                    | Sales and promotions              |
| Market research                      | Sales analysis                    |
| Marketing plan                       | Merchandising                     |
| Trade marketing                      | In-store marketing communications |

### PROFESSIONAL EXPERIENCE

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- **December 2017 – Present:** Junior Business Development Executive – SWX Shopper Marketing SARL, Roumieh Beirut – Lebanon.  
Responsible for client servicing and business development as follow:
  - Accounts managing covering the full process spectrum: client briefing, creative debrief, pricing, design feedback and direction, production and/or execution, delivery and invoicing.
  - Planning and overseeing new in-store marketing communication initiatives.
  - Pitching services and developing quotes and proposals.
  - Negotiating with clients and liaising with first party suppliers in the region.
  - Maintaining fruitful relationships with existing customers.
  - Identifying and targeting new sales leads.
  - Attending conferences, meetings and industry events.
  - Working on increasing efficiency and productivity internally by improving processes and procedures.
- **June 2016 – February 2017:** Junior Brand Manager for Bjorg at M. Nassif & Fils SAL, Achrafieh Beirut – Lebanon.
  - Created and implemented a new strategy throughout a detailed marketing plan, and in agreement with the top management, to improve sales and boost the image of a leader brand on the market.
  - Advanced point-of-sale materials and in-store marketing communications through correspondence with retailers and outlets in all Lebanese regions.
  - Accorded with local advertising agencies for ATL and BTL jobs.
  - Supervised the listing in key accounts for newly launched SKUs and promotions.
  - Ensured the availability of basic SKUs per category in every outlet.
  - Monitored each SKU's and customers' performance and acted consequently.

- Improved merchandising activities and stock handling of products on shelves during market visits to customers.
  - Tracked and submitted regular competitors' activities reports.
  - Approached and acquired new prospects.
- **March 2015 – May 2016:** Medical Representative at Medicapharm SAL, Pharma Group, Baabda Beirut – Lebanon.
  - Increased annual sales in Achrafieh and Metn South area.
  - Built and maintained new relationships with key doctors.
  - Improved products' image and sales techniques through the organization of new conferences and the participation in congresses.
  - Launched successfully new products on the market.
  - Monitored competitors' activities and competitors' products.
- **2010 – 2015:** Private tutoring for High School Students in Sciences and Literature.
- **Summer 2013:** Marketing & Sales Internship at Tamer Consumer Products (para pharmaceuticals & cosmetics) (EDDCO), G. Tamer Holding, Dekwaneh Beirut – Lebanon.
  - Accompanied medical representatives for dermatologists and dentists.
  - Accompanied salesmen to Pharmacies and Institutes.
  - Participated in promotions in pharmacies and cabinets.
  - Acquired a general knowledge about the company management.
  - Played a role in discussions for advertisements.
  - Completed sales reports.
  - Prepared and joined in an event for dentists.
  - Monitored and attended trainings.

## **EDUCATION**

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- **2017:** The Ultimate Digital Marketing Course delivered by certified trainer Joseph Yaacoub, Lens Business Solutions S.A.R.L.
- **2013 – 2015:** Master degree in BIOMARKETING, Faculty of Sciences, Saint Joseph University (USJ), Mar Roukoz, Lebanon. (With distinction)
- **2013 – 2014:** Project Management Fundamentals CAPM Course aligned with PMBOK (5th Edition) – USJ Alignment.
- **2010 – 2013:** Bachelor in Biology and Biochemistry, Faculty of Sciences, USJ.
- **1995 – 2010:** French and Lebanese Baccalaureate in Life Sciences, College of Sainte Famille Française, Fanar, Lebanon.

## **COMPUTER SKILLS**

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- Microsoft Office (Word, Excel & PowerPoint).
- Internet research.

## **LANGUAGES**

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English: Fluent

French: Fluent

Arabic: Fluent

## **INTERESTS**

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Reading, Singing, Socializing, Swimming, Sports.