

RESUME OF Maya Zougheib Khoueir

Personal Details

Address: Dlebta
Phone: 76870111
Email: khoueirymaya@gmail.com
DoB: 1/1/1986
Marital status: Married

Career Objectives

I am looking to a long term affiliation with a national Organization, and the opportunity to grow my career within its ranks while utilizing my knowledge, integrity and various skills. I am a hardworking enthusiastic person who is willing to learn anything required for the position to be complete.

Summary of Personal Attributes and Skills

- Willing to learn
- Self-motivated and keen to succeed
- Customer service orientated person
- Experience in enquiries by telephone and in person
- Punctual, hardworking and reliable
- Able to meet deadlines and respond to changing priorities
- Time management skills
- Able to work in a team environment
- Able to understand and follow instructions
- Excellent presentation
- Reliable and trustworthy
- Ability to learn & constantly improving my knowledge participating in seminars & online lesson.

Work Experience

- **March 2013:** launched a new company: **Strawberry Agency Specialised in Events Management, Marketing and Advertising emphasising on Digital Marketing through Social Media**
- Creating and executing Online Strategies for multiple companies (Reference list available once requested)
 - Designed several Corporate Identities including pamphlets, flyers, billboards designs etc...(Reference list available once requested)
- Prepared and implemented multiple marketing and advertising strategies and plans for major companies (Reference list available once requested)
- Launched several events such as Souk El Maten (November 2016)- The Food Truckers(December 2016)- Faraya Wonderland (January 2017)

- **Project Manager: January 2010- till 2012: Smart Tracking Systems (Sister Company to Prime Reference)**
- Helped launching the company
 - Prepared the business plan & marketing strategy of the company
 - Tailored the device's software features.
 - Continuous marketing exposure
- Represented the company in Tech Hub UK year 2015

- **December 2008 – till 2011: Prime Reference s.a.r.l. IT Audit & Consultancy, Security Systems**

Responsibilities: Operations Manager

In charge of internal & external communications:

Filling the position of: Marketing Manager, Account Manager, & Procurement

- Prepared the company's portfolio & website content
- Prepared the company's code of conduct rules & regulations
- Developed the company's work flow within departments
- In charge of all daily schedules
- In charge of customers' accounts including sales, maintenance schedules...
- In charge of all purchases: direct contact with suppliers, prices comparison

- **June 2007 – March 2009: Pros-Services ISP(Internet Service Provider)**

Responsibilities: Account Manager & Marketing Coordinator

Managing a portfolio of accounts;

- Researching new business leads and 'pitching' for new business;
- Attending client meetings;
- Maintaining and building relationships with existing clients;

- Preparing sales pipelines & reports
- Completing administrative work, as required.

As a Marketing Coordinator:

- Research to identify clients, sector opportunities, and competition
- Generate studies for marketing strategies & plans
- Setting advertising budget & promotional ideas
- Coordinate events including meetings, speaking engagements, seminars, trade shows and exhibits
- Representing the company in events & exhibitions, workshops & conferences.
- Develop marketing literature, ensuring valid, current and accurate content.
- Planning and concept development and execution of print and media campaigns
- Monitoring corporate communications plan and strategy
- Responsible of the Corporate Identity of the company.
- Maintaining the Image of the company
- In charge of the launching & presentation of new services & products.
- Coordinate the design and placement of any advertising campaigns
- Write collateral materials such as flyers and brochures, and other materials as necessary

➤ **August 2006- December 2007 IT Magazine M.E.**

Responsibilities: Director of Operations- Sales & Marketing Coordinator creating & maintaining the Magazine's Database, Ads reservation, coordinates with different departments and staff responsible of the operations and production procedure, schedule operating, Responsible of the Public Relations, dealing& coordinating with clients and employees Contact with publishers, advertising agencies, media representatives, advertisers, event management, marketing plans, and offers. In charge of the magazine's distribution. Analyse the content. Participated in several exhibitions & events & represented the magazine, such as Gitex 2006-2007, Palme 2007. Represented the magazine in Al Hurra TV for an interview.

➤ **Training : April 2004 – May 2004: Working at a Travel Agency in cooperation with Radio “Sawt El Mahaba”**

Responsibilities: accepting reservations for a cruise trip, answering phone calls, preparing travel applications.

Education and Further Training

- **2008 till 2010** Bachelor In Business Administration majoring in Marketing & Advertising at AUL Kasslik
- **2003- 2006** Diploma in Touristic Science in Sacré Coeur Zouk Mikael
- **2004** obtained a certification from Les Feuillants Poitiers France for assisting in an exchange students program and assisting in related courses.

➤ **2004** Represented My university in an educational exhibition at BIEL .

Skills:

- Experience in an IT environment, working with sales and marketing teams
- Exceptional writing skills, with experience in document preparation, proofing and editing including proposals, company profile, brochure, website, flyers& packages...
- Managed, prepared & Represented the companies I worked in including Pros Services in major Exhibitions & Events: Gitex Dubai : 2005& 2007
- Mecom & Cabsat Dubai: 2007
- Termium 2008: as the marketing Coordinator of Pros Services, I operated the whole exhibition, tailored offers & assembled huge database.
- My previous work in operating IT Magazine allowed me to have contacts with many major IT companies & professionals in both Lebanese & Middle East regions where I most sold Ads to: Cisco, IDMI, Pesco Telecom, rogue penguin (UK), Horizon Satellite (AE) & many other major companies
- Executed many marketing & business studies including: Pros Services Marketing Plan & strategy, Wifi packages study, telemarketing survey for Beirut region, cooperated with a marketing research company assembling database through a survey for both ISPs & DSPs sectors allover Lebanon.
- Great experience in Digital Advertising

Computer Literacy

Microsoft Office: Very good Knowledge in Word, PowerPoint, Visio & Outlook.
Very good knowledge in Photoshop

Languages

English: Fluent written & Spoken
French: Fluent Written & Spoken
Arabic: Mother language.

Interests

Swimming, Reading and Surfing the Internet.