

# Laura Wakim

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## PROFESSIONAL EXPERIENCE

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### MARKETING AND PURCHASING MANAGER – JUNE 2013 – PRESENT

#### CARPET PLUS S.A.R.L

##### Project management

- Overseeing and managing financial budgets: managing communication channels and creating content (press releases, online articles, social media posts, bulk emails...)
- Identifying key marketing opportunities: making sure that campaigns run to deadline and on budget
- Developing partnerships and coordinating activities with third parties to meet strategic objectives
- Initiating order processing and ensuring timely shipment and delivery terms through continuous coordination with the forwarding agents and suppliers

##### Digital product creation

- Developing and supervising a marketing team to implement strategy and delivering on objectives
- Planning marketing activities in conjunction with company's growth: manage paid social media on Facebook, Instagram (achieved 90K+ likes on Facebook)
- Creating an online business plan for a new e-commerce project
- Working closely with design agencies and assisting with new product launches
- Carrying out effective research and intelligence into competitor products and other trends

### CHIEF ACCOUNTANT – JUNE 2011 – JUNE 2013

#### CARPET PLUS S.A.R.L

- Controlled accounting transactions; customers and suppliers statements
- Maintained the Chart of Accounts in conformity with the Lebanese chart of Accounts and in coherence with the required tax declarations and prepared tax declarations
- Issued check payment vouchers and ensured proper approval and signatures

### FINANCIAL CONTROLLER - JANUARY 2009 – JUNE 2011

#### TOMORROW'S ADVICE S.A.R.L

- Reconciled banks and suppliers' statements and produced reports on research results: Implemented spreadsheets and statistical software to analyze data
- Audited Journal Vouchers, Payments and Receipts based on the International Accounting Standards
- Evaluated and implemented a manufacturing Enterprise Resourcing Planning system

## EDUCATION

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- **Masters of Business Administration (M.B.A)** in Banking and Finance – Holy Spirit University of Kaslik USEK (Lebanon) – 2009-2012  
*Thesis: "Family businesses: the role of the non-family member managers within the firm"*
- **Bachelor Degree in Business Administration** – USEK (Lebanon) – 2004-2007
- **Lebanese Baccalaureate** – Collège des Sœurs des Saints-Cœurs Kfarhabab (Lebanon) – 2004

## TECHNICAL SKILLS

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- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Benchmarking Positioning & Branding
- Web and Social media analytics (SMA): google analytics, social bakers, Google adwords...
- Database and statistics: Statistical Package for the Social Sciences (SPSS)

## LANGUAGES

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Fluent in: Arabic, French, English, Spanish