

Karen Khattab

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EDUCATION

AMERICAN UNIVERSITY OF BEIRUT, (Beirut, Lebanon) Sep '13 – Dec '16
Bachelor of Business Administration (BBA), Marketing Emphasis
INTERNATIONAL COLLEGE, (Beirut, Lebanon) Sep '98 – Jun '13
Lebanese Baccalaureate, Economics and Sociology

RELEVANT WORK EXPERIENCE

INFOSYSTA, (Beirut, Lebanon) - Business development/Marketing Feb '17 – Present

- Manage the inbound activity by conducting cold calls, remote demos, training and support.
- Generate KPIs to assess performance and sales progress.
- Develop good customer relationships to drive the product and identify upselling opportunities.
- Conduct a competitive analysis to identify product strength and weakness.
- Conduct email campaigns to leads/clients in order to increase the sales of the product.
- Accountable on making the product self-service by creating documentations, how to videos etc.
- Manage product events by collaborating with the marketing team.
- Coordinate with the design team to create visuals for campaigns and social media platforms.
- Create content and key messages for the marketing emails sent.
- Provided on-site trainings for clients in Dubai as well as conducted on-site demos for potential clients.

LEO BURNETT, (Beirut, Lebanon) - Intern Jan'16 – Feb'16

- Conducted a market analysis to determine the brand position.
- Created an action plan and defined brand objectives.

BEL PROCHE ET MOYEN ORIENT, (Beirut, Lebanon) - Intern Jul'15 – Sep'15

- Understood the trade-marketing process set and came up with an action plan to digitize the process.
- Drafted a functional requirement specifications document to communicate with development.
- Transformed the data collected for the digital trade-marketing platform into a presentation to pitch for management.

EXTRACURRICULAR ACTIVITIES

BEIRUT INTERNATIONAL MODEL UNITED NATIONS, (Beirut, Lebanon) -Member Apr'16

- Won the Diplomacy award related to the refugee crisis and represented Agence-France Presse.
- Conducted interviews with different delegates and generated reports.

L'OREAL BRANDSTORM COMPETITION, (Beirut, Lebanon) - Member Jan'16 – Mar'16

- Presented a detailed SWOT analysis for a cosmetics brand for the L'Oreal team.

BUSINESS STUDENT SOCIETY, AUB, (Beirut, Lebanon) - Member Jan'15 – Jan'16

- Organized the fashion show.

SKILLS, HOBBIES & INTERESTS

COMPUTER LITERACY: Intensive knowledge in Atlassian products with the emphasis on JIRA and Confluence, CRM, CMS, Microsoft office applications.

HOBBIES & INTERESTS: Media, advertisement, product marketing and product sales, traveling and sports.

LANGUAGES: Arabic (fluent), English (fluent), French (basic).