



RAWAD MOUJAES

Senior Marketing Coordinator

A reliable and approachable individual who has superb influencing skills and the ability to enhance business marketing campaigns with an extensive experience of working in competitive environments, where only the toughest succeed. Well organized with a commitment to achieving excellent results, able to create imaginative solutions to intractable problems and possesses the ability to learn about new products and markets rapidly. Articulate, well spoken and an excellent communicator; Easy going by nature and able to get along with both work colleagues and clients. Looking to attain a position as a Senior Marketing Coordinator with a vibrant, progressive and forward thinking company.

 **ADDRESS**
BEIRUT, LEBANON

 **E-MAIL**
RAWADMOUJAESS@GMAIL.COM

 **PHONE**
+961 71 776 761

MARKETING SKILLS

- Building long term relationships with clients.
- Surpassing customer expectations.
- A high networking capability.
- Competitive analysis
- Selling to large commercial organisations.
- Ability to understand and apply market intelligence to sales strategy.
- Launching new products into new/existing markets.
- Creating and implementing marketing strategies.

PERSONAL SKILLS

- Building relationships
- Highly professional
- Smart appearance & presentable
- Highly motivated
- Problem solving
- Social skills
- Talented

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION 2009 - 2013
BUSINESS MARKETING
NOTRE DAME UNIVERSITY (NDU) LOUAIZE, LEBANON

SOCIOLOGY & ECONOMICS 1994 - 2009
INTERNATIONAL BACCALAUREATE
BRUMMANA HIGH SCHOOL BRUMMANA, LEBANON

WORK EXPERIENCE

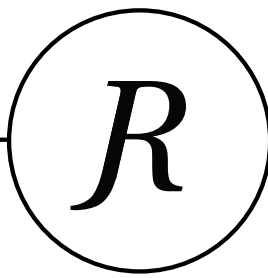
SENIOR MARKETING COORDINATOR Oct 2016 - Present
API- ADVANCED PLASTIC INDUSTRIES S.A.L ZOUK MOSBEH, LEBANON

Established in 1994 as a Lebanese Joint Stock company, Advanced Plastic Industries (API) has persisted in the managing idea of "Acting in good faith, excellent quality and complete integrity"

Advanced Plastic Industries is a manufacturer of polypropylene (PP-RCT) pipes and fittings in conformity with the international recognized standards.

DUTIES:

- Digital Marketing: Oversee the online marketing strategy ; Plan and execute digital marketing (including email) campaigns ; Maintain and supply content for the organization's website ; Track and analyze website traffic flow ; Fix any bugs / errors in online content ; Attend product launches and networking events.
- Work with other departments to ensure that marketing activities are in line with the larger goals of the entire company.
- Set marketing budget and create projects, direct resources, and establish benchmarks that ensure budget goals are met.
- Product Marketing.
- Set realistic and achievable sales goals in agreement with sales team.
- Managing the production of marketing materials and promotional items.
- Reporting to Marketing Manager & CEO.



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SOFTWARE

| | |
|-------------------|------------------------|
| ADOBE PHOTOSHOP | <div><div></div></div> |
| ADOBE ILLUSTRATOR | <div><div></div></div> |
| ADOBE INDESIGN | <div><div></div></div> |
| MS OFFICE | <div><div></div></div> |

LANGUAGES

| | |
|---------|------------------------|
| ARABIC | <div><div></div></div> |
| ENGLISH | <div><div></div></div> |
| FRENCH | <div><div></div></div> |

CERTIFICATIONS

Digital Marketing Leadership and Virtual Collaboration 2016-2017 Squared online by GOOGLE.

INTERESTS

Volunteer Work/Community Involvement

Keeping up to date on latest technologies

Traveling and exploring new cultures

Fitness, Basketball and Mountain sports

Photography

Music

REFERENCES

Available upon request



WORK EXPERIENCE

MARKETING EXECUTIVE / SALES COORDINATOR Oct 2013 - Sep 2016
API- ADVANCED PLASTIC INDUSTRIES S.A.L ZOUK MOSBEH, LEBANON

- Launching and Marketing new product lines through sales department.
- Monitor yearly sales and targets.
- Organizing and attending events such as conferences, seminars, events, and exhibitions.
- Evaluating marketing campaigns.
- Liaising with designers and printing press.
- Managing the production of marketing materials and promotional items.
- Sourcing advertising opportunities and placing adverts in the press.
- Monitoring competitive activity.
- Stock Keeper (Marketing material).

MARKETING & SALES INTERNSHIP Sep 2013 - Oct 2013
BANK AUDI - HEAD OFFICE BEIRUT DOWN TOWN, LEBANON

The Firm was launching a new product/service known as "Spring" account, which is a bank account for clients between 18 and 23 years old.

DUTIES:

- Sell and Market the account for targeted customers.
- Visit Universities and institutes to spread awareness.
- Customer follow-up.
- Approach potential customers.

SALES EXECUTIVE March 2012 - May 2012
MIKE SPORTS ZALKA, LEBANON

Internship at Mike Sports - Sales Department.

- Advertising and Marketing activities coordination.
- Conference planning and execution.
- Marketing events planning.

CUSTOMER SERVICE & MARKETING INTERN Jul 2010 - Sep 2010
API- ADVANCED PLASTIC INDUSTRIES S.A.L - ZOUK MOSBEH, LEBANON

- Customer Service.
- Quality Assurance.
- Issuing Guarantees.