



HASHEM HOURANI

CONTACT

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LOCATION: BARCELONA, SPAIN
LINKEDIN: HASHEM HOURANI

COMPUTER SKILLS

MICROSOFT OFFICE
SPREADSHEETS
POWERPOINT
WEB AND SOCIAL SKILLS

LANGUAGES

ARABIC - NATIVE
ENGLISH - FLUENT
SPANISH - BASIC

HOBBIES

INSTAGRAM FOOD BLOOGER
ACCOUNT: THE.FOODCRITIC

EDUCATION

MBA, EMPHASIS IN ENTREPRENEURSHIP
EU BUSINESS SCHOOL BARCELONA | OCT 2017 - JAN 2019
GPA: 3.3 (HONORS LIST)

BACHELOR IN BUSINESS ADMINISTRATION, FINANCE
AMERICAN UNIVERSITY OF BEIRUT | FEB 2012 - JUNE 2017

EXPERIENCE

MARKETING AND BUSINESS DEVELOPMENT ASSOCIATE
PARTY HOUSES UK | SEPT 2017 - SEPT 2018 | BARCELONA
"AN ONLINE VENUES AGENCY"

- Persuaded new corporate and none-corporate clients book at our venues resulting a 30% year over year increase in profits
- Negotiated venue owners and constructed new pricing structures that benefit all parties
- Wrote and posted online articles which have helped in SEO marketing
- Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties
- Conducted advanced market and competitive analysis, highlighting opportunities and trends
- Trained a new intern and integrated him in the company's system

RESEARCH ASSOCIATE
CONETEQ | JULY 2016 - JAN 2017 | BEIRUT
"A STARTUP DEVELOPING A NATURAL SEARCH ENGINE"

- Developed and applied a strategy for an efficient research process, communicated the results to other departments
- Organized daily client meetings and built constructive relationships

QUALITY CONTROL ANALYST
ALSHAYA | JULY 2013 - MAY 2017 | BEIRUT
"A MULTINATIONAL RETAIL FRANCHISE OPERAOR"

- Improved customer satisfaction and delivered an accurate picture of the customer experience at the company's stores
- Performed a detailed analysis of customer/staff interaction
- Evaluated store's merchandise, interior and exterior for conformance to standards and protocol

AUDIT INTERN
KPMG | JAN 2015 - FEB 2015 | BEIRUT

- Assisted in auditing client's revenues and expenses to ensure they met accounting standards
- Identified discrepancies of financial statements provided by the company