

# Nathalie Sbaiti

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Date of Birth: December 4th, 1993  
Citizenship: Lebanese

## PROFILE

As a graduate of the Lebanese American University holding a Bachelor of Science in Business with emphasis in Marketing, I am highly motivated, dedicated, and productive. My ability to spread positivity, grasp and apply new learning, and adapt to new challenges, makes me a reliable team player. I am seeking a great opportunity to highlight my skills and fresh ideas and get the utmost learning experience in a challenging and motivating environment. My key skill-set includes:

- Excellent communication and public speaking skills
- Problem solving and analytical skills
- Empathy
- Creativity
- Building and maintaining relationships
- Natural curiosity and positivity
- Effective cross-culture communication

## EXPERIENCE

**MBLM**, Dubai, United Arab Emirates July 2018 – Current  
*Account Manager (Emirates Global Aluminium, Mantrac, Boubyan Bank, DWTC)*

- *Working across fields of experience strategy, interface design, content planning and video and motion graphics.*
- *Working with some of the largest B2B and government organizations in the UAE and select international clients across the network.*
- *Helping clients realize and exemplify their value proposition through intelligently conceptualized and beautifully crafted work ranging from physical environmental experiences to digital touch points.*

**Innocean**, Dubai, United Arab Emirates January 2018 – July 2018  
*Senior Account Executive – Client Services (Hyundai, Genesis)*

- *Work with senior marketing managers in Hyundai Motors HQ and RHQ to devise advertising and marketing communications programs for various channels and coordinating executions of campaigns with 15 distributors in the MENA region.*

**Memac Ogilvy**, Dubai, United Arab Emirates January 2016 – January 2018  
*Account Executive – Client Services (Volkswagen, Al Futtaim Electronics, Perfetti Van Melle, Bee'ah & Qatar Foundation)*

- *Manage daily activities for agency's highest revenue generating client offering products in the regional markets - collaborates with web development, PR, social media, design, branding, production, marketing and analytics teams*
- *Resolve day-to-day issues and key areas of client concern as they apply to campaigns*
- *Oversee budgets and timelines to reach targeted milestones*
- *Evaluate user trends and develop strategy to maximize marketing opportunities and enhance brand awareness*

- Provide account services for various clients in automotive, retail, food and beverage, environmental, and governmental organizations
- Efficient cross collaboration internally with the creative department and studio, and externally with media and production agencies, event management companies, sound studios ,and external suppliers

**Leo Burnett**, Dubai, United Arab Emirates

June 2014 – July 2014

*Internship / Trainee – Client Services (Bel)*

- Client-facing meetings to brainstorm, gather, and prioritize requirements and tasks
- Creating and presenting pitches to clients
- Further development of team building skills and corporate communication skills
- Conducting interviews and surveys to collect customer experience and feedback
- Cross business interactions and collaboration with other departments to achieve business goals
- Time management skills to prioritize workload and meet severe deadlines
- Extensive market and competition research and analysis

**Information International Beirut**, Beirut, Lebanon

July 2013 – August 2014

*Intern*

- Research and analysis including writing two book reviews and four articles for the research magazine “*The Monthly* “
- Developing a draft marketing plan for a related publication
- Drafting market proposals
- Data entry for projects

## ACADEMIC BACKGROUND

**Lebanese American University**, Beirut, Lebanon

Graduation: July 2015

Bachelor of Science – Business (Emphasis: Marketing)

**Lebanese Preparatory School**, Beirut, Lebanon

Graduation: June 2012

**Lebanese Baccalaureate II**, Beirut, Lebanon

## SKILLS

- Language: Highly proficient in written and spoken English and Arabic (native speaker), fair knowledge of spoken French
- Advanced computer skills with an emphasis on the Microsoft Office suite
- Exceptional relationship building skills based on high EQ
- Proficient in lateral thinking, communication skills, time management, market awareness, flexibility and initiative, leadership and teaching skills
- Entrepreneurial skills: “Go getter” – ability to work with little guidance and management

**Key Character Traits:** Very positive, motivational with great energy, trustworthy, intellectually curious, determined, influential, adaptable, learner, and reliable

## HOBBIES

- I have great passion for animals, rock music, and travel.

## REFERENCES

Available upon request