



RANYAH AYOUB

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Lebanese, 03/04/1987

Beirut, Lebanon

CAREER OBJECTIVES

Looking for a challenging opportunity in a positively competitive environment. Holder of a BA degree in Marketing, with 10 years of experience in Marketing Research, Project Management & Client Servicing, seeking to contribute my experience in a position in a high-grown organization.

WORK EXPERIENCE

TUMO Centre | Beirut, Lebanon **Relationship Manager - May 2019 - Present**

My role at TUMO Centre for Creative Technologies revolves around growing the business by expanding my portfolio of clients from educational institutions to private parental groups. While reporting to the CEO, I'm responsible for:

- Raising awareness about TUMO through various marketing activities.
- Developing and executing lead generation and sales and analysing the data and developing plans to address performance gaps.
- Operations, including creating processes for tracking leads and registrations.
- Conducting CSAT surveys to ensure the quality of the program.

Toluna MENA | Dubai, UAE **Project Manager - Oct 2016 – Feb 2019**

At Toluna in Dubai, I managed a team of 5 technical executives. I also looked after the clients' relationships and the development of the business. I also developed detailed project planning while managing risk and issues at hand. I was ensuring smooth running and timely delivery of all projects within scope and budget. My responsibilities included:

- Meeting sales requirements on projects.
- Directing Scripting, Data Processing and all other internal teams.
- Monitoring third party suppliers for Full Service & Sample Only projects.
- Reporting and monitoring project progress.

On Device Research | Dubai, UAE **Client Service Manager - May 2015 -Oct 2016**

At ODR in Dubai, my job was to ensure project deliverables were on time, within budget and at the required level of quality and managing the relationship with the clients.

My main tasks were:

- Externally, advising clients about best practices for mobile research solutions and managing client expectations throughout the research project.
- Internally, managing the Operations including designing and setting up surveys, reviewing performance and fieldwork reports.

Ipsos MENA | Beirut, Lebanon **Sr. Media Research Exec. - July 2010 - May 2015**

During my 5 years at Ipsos, I was a Senior Researcher preparing, writing, reviewing, analyzing and providing insights and validation reports to major studies that took place in the Middle East region.

EDUCATION

USEK, Lebanon | **Oct 2006 - Jul 2010**

BA in Business Marketing

Evaluated by World Education Services (WES)

Saints Coeurs, Lebanon | **2005**

Sociology & Economy

SKILLS & HOBBIES

- Fluent in Arabic, French and English.
- Skilled in Microsoft Office Suite (Word, Excel, Power Point), Adobe Photoshop, Google Suite, ZPlan, Salesforce and UPS.
- Skilled in strategic thinking, planning and organization.
- Outside work, I'm passionate about Contemporary Dance, Reading, Writing, Jogging, Music, Fine Arts