

PERMANENT ADDRESS

Saida, Lebanon

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NATIONALITY

Lebanese

DOB

30-July-1993

LANGUAGES

- Arabic: Native
- English: Fluent
- French: Basic

TECHNOLOGY

Computer Literacy:
MS Office

INTERESTS

- Traveling
- Researching on the internet
- Horseback riding
- Tennis

CERTIFICATES

- Customer Service
- Fundamentals of Digital Marketing
- Photoshop and Illustrator

COURSES

- Strategic Management
- Financial Accounting & Reporting
- E-Marketing
- International Marketing
- Operation Management

EDUCATION

Bachelor of Science: Business

Marketing (2011-2015) Lebanese

American University Beirut-Lebanon

Baccalaureate degree in humanities (2011)

Rafic Hariri High School

Habib EL Jouwaide

OBJECTIVE

Looking to obtain a position within an organization where I can utilize my experience and my education to develop and innovate ideas and institute effective and efficient strategies to lead my team to world optimum performance to better serve the community.

KEY SKILLS

- Strong
- Multi-tasking ability Team leader
- Commercial
- Able to work under pressure
- Self-motivated
- Effective team player

PROFESSIONAL EXPERIENCE

- I. **Houneineh For Chemicals –RC Trading – Marketing Manager (Multi-Task)(Oct 2020-Present)**
 - Managing Company Social Media
 - Assist general manager on floor
 - Creating new marketing strategy and plans to stay on track and increase the sales.
 - Recreating the company logo and innovate a new concept to be able to sell raw materials to our (detergents competitors)
 - Coding and labeling all our detergents
 - Data entry
 - Created and designed new detergent brands competitive to our local market
 - Stock Control
- II. **Tawfeer International SAL -Senior Marketing Specialist –Social Media Manager Beirut-Lebanon (Sep 2017-Jan 2020)**
 - Analyze how our brand is positioned in the market and crystalize targeted consumers' insights
 - Take brand ownership and provide the vision, mission, goals and strategies to match up to
 - Translate brand strategies into brand plans, brand positioning and go-to-market strategies
 - Establish performance specifications, cost and price parameters, market applications and sales estimates
 - Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
 - Responsible for Social Media and on-ground marketing campaigns
 - Creating & building a well driven CRM strategy
 - Billboards and posts designing
 - Sales results reporting
 - Assist copyrighting and proofreading
 - Providing online assistance and answering inquiries related to both clients and Consultants
 - Translating documents (Arabic, French, and English)
- III. **Arco Food- Sales Supervisor Ghazieh-Lebanon (Oct 2016- Sep 2018)**
 - Supervisor, Stock control, CRM and Data entry
 - Developing strong customer relationship to augment customer satisfaction
 - Maintaining regular follow-up on payments to ensure collections as per agreed terms
 - Following up with sales team on monthly targets as well as sales incentives
 - Preparing monthly sell in and sell out reports and reporting data to store manager
- IV. **Al Gondoline Sweets-Store Manager (Mar 2012 - Feb 2016) Awli-Lebanon**
 - Generate sales leads and acquire new customers
 - Increased Chocolate Sales in the shop
 - Responsible for store's daily operations, high-volume customer service, profit and loss management as well as setting, monitoring, and driving sales goals
 - Recruited, interviewed, hired, developed, evaluated, coached and counseled employees

- Managed company social media platform
 - Negotiated efficient ways of importing raw materials from Ukraine in more competitive prices vs. local market supply
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