

SELIM MAALOUF

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Summary

Driven Industrial Design Engineer and Digital Marketing Specialist, with 5+ years' experience in automating workflows and increasing efficiency. Developed an automatic pricing system at Technica International, helping pre-sales engineers reduce quotation lead time by 90% and human errors by 98%. Overhauled digital marketing presence for Macrotronics, increasing reach by 350% and engagement by 180%.

Work Experience

MACROTRONICS

Kfarhabab, Lebanon

Jan 2019 - Current –

Interim Sales and Marketing manager

- Engaged in a consulting project focused on internal management and digital marketing with the goal of transforming the computer retail company into a scalable business and increase its potential reach in Lebanon.
- Reviewed existing operations, generated a detailed operations analysis report and set an appropriate action plan.
- Drafted new internal documentation to organize daily operations: Corporate profile, internal employee handbook, Job descriptions, Standard Operating Procedures (SOP), Solutions proposal template, Maintenance contract proposal template.
- Updated the brand identity package: Business cards, Email signatures, Envelopes, Letterheads.
- Unified the company voice across all marketing, social media and customer communication channels, increasing customer appeal.
- Overhauled the social media marketing process, increasing its reach by 350% and engagement by 180% over the first 3 months.
- Advised the general manager during exploratory communication with international brands for potential distribution deals.

FREELANCE

Jul 2016 - Current –

Virtual Reality Consultant

Consulted during the implementation of virtual reality solutions in professional environments, increasing client conversion rates and reducing (Architecture firms, Car dealerships, Education Centers, Arcades)

TECHNICA INTERNATIONAL

Bekfaya, Lebanon

Apr 2017 - Dec 2018 – Industrial Solutions Pre-Sales Engineer

- Prepared turn key solutions and commercial offers for more than 120 project opportunities with 10% conversion rate.
- Developed daily timesheet system through VBA programming for Microsoft Excel, allowing me to create dynamic custom dashboards for the Pre-sales Manager, reducing report generation time and reducing management overhead.
- Developed an automated offer generation system through VBA programming for Microsoft Excel, encompassing all aspects of an Industrial solution offer, reducing offer lead times by 90% and reducing human errors by 98%.

Nov 2013 - Apr 2017 – Industrial Design Engineer

- Designed mechanical parts and assemblies for conveyor and end-of-line packaging systems across 8+ projects
- Dedicated considerable time on process automation and work efficiency for all Industrial design tasks.
- Automated various mechanical design calculations using VBA programming for Microsoft Excel, reducing pre-design time by 15%
- Participated in building a Mechanical design automation system through Autodesk inventor and iLogic, reducing 3d modeling and design time during projects by 40%
- Participated in building an Automatic Execution drawing generation system reducing draftsmen work load by 70%
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- Participated in building an Automatic Purchase request generator reducing errors in foreign material purchase by 60%

Education

LEBANESE UNIVERSITY, FACULTY OF ENGINEERING

Lebanon

Masters of Engineering in Mechanical Engineering (M.E), 2014

Skills

- CAD: Autodesk Autocad (2D), Autodesk Inventor (3D)
- Microsoft Office, Microsoft Excel (advanced)
- VBA Programming (advanced)
- Digital Marketing, SEO
- Copywriting, Creative Writing
- Extensive knowledge of Consumer Electronics and Consumer PC Hardware

Languages

- Arabic: Native Tongue
- English: Fluent
- French: Good