

SAMER FADI HEMADE

- 2 Floor, Hemadeh Building, Yanar Street
Khaldeh/Bchamoun, Lebanon

Email: HemadeSamer@gmail.com
Phone: +961 71 531 766

PERSONAL SUMMARY

Lived and traveled abroad, developed a keen sensitivity to people from diverse cultural backgrounds. Strong interpersonal communication abilities, public speaking skills, IT skills, education, and work experience with the aim of using the basics of marketing, devising marketing messages and managing client expectation in profitable ways.

EDUCATION

- Bachelor Of Business Administration - Marketing, Notre Dame University, Lebanon, December 2018.
- Digital Marketing Certification, Google, (Expected May 2019).
- Enrolled In Communication Skills, Moraine Valley Community College, USA, May 2015.
- High School Diploma - Evaluated by CIE (Cambridge International Examinations), Global International School, KSA, June 2013.

EXPERIENCE

❑ **Select Agency, Ashrafieh, Lebanon**

Freelance Promotional Representative & Host | *February 2017 - Present*

Working as a freelance promotional representative & host for all types of events, products or services. Some major events & companies I have worked with include: Diageo Beverages, Vogue Arabia, Starbucks, Nokia, Mercedes, Air France, Banks, Uber, Range Rover.

❑ **XTND Agency, Dbayeh , Lebanon**

Marketing Intern | *July 2018 - August 2018 (2 months)*

Lead a development agency's whole marketing plan for a new medical app for doctors in Lebanon.

- Segmented & targeted doctors In the healthcare Industry In Lebanon.
- Gathered 267 potential clients for the app.
- Conducted a qualitative focus group survey (I have interviewed) and a quantitative online survey.
- Brainstormed additional potential/missing features for the app.
- Analysed competitors and their operations & strategies used.

❑ **Notre Dame University, Zouk Mosbeh, Lebanon**

Clerical Assistant | *January 2017 - December 2018 (2 Years)*

Provided document control & filing duties.

❑ **Moraine Valley Community College, Illinois, USA**

Clerical assistant | *January 2015 - May 2015 (5 months)*

Provided clerical & administrative support duties.

❑ **Park Lawn School, Illinois, USA**

Fundraiser (Volunteer) | *March 2015 - May 2015 (3 months)*

Volunteered in charity that supports people with physical disabilities.

❑ **American Gallery for Furnitures, Jeddah, KSA**

Salesperson | *March 2012 - May 2013 (1 year & 2 months)*

- Answered customers' questions regarding furniture prices and availability.
- Consulted with members of other departments to complete sales transactions.
- Maintained friendly and professional customer interactions.

Academic Group Projects

Market Strategy & Policies, Fall 2018: Conducted a full marketing plan for a new food truck in Lebanon (Project Scored Highest).

Digital Marketing, Spring 2018: Given a real-world client to lead their digital marketing efforts.

Marketing Research, Fall 2017: Undertook a study that tests the impact of loyalty programs on customer loyalty. We also conducted a survey.

Promotional Strategy, Fall 2017: Have evaluated and proposed some improvements for Schnitzels restaurant (Project Scored Highest).

Consumer Behavior, Spring 2017: Given the freedom to introduce an uncommon service or product in the market. (Project Scored Highest).

LANGUAGES

- Fluent in English; Very good in Arabic.

PERSONAL INFORMATION

- Marital Status: Single
- Nationality: Lebanese
- Date of Birth: 1995

INTERESTS AND SOCIAL AFFILIATIONS

- Hobbies: Aircraft spotting and working out.
- Past member of NDU's Entrepreneurship Marketing & Management club.
- Past member of Moraine's International Student Ambassadors club, USA.
- Lived with an American & Korean family.

(References available upon request)