

## Luna Mahmoud Ghaddar

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### OBJECTIVE

I would like to share my interest in applying for the job vacancy in your esteemed company; I would like to emphasize on the point that I am a multi task employee, who can handle various responsibilities at the same time, and give the best in order to contribute positively in my work.

### EDUCATION

#### American University of Beirut (AUB)

September 2016 – Present

- Bachelor's Degree in Business Administration |**Marketing** Concentration
- Expected graduation date: Spring 2019
- Relevant Courses: Digital Marketing - Retail - Luxury - Consumer Behavior- Customer Experience Design

#### Rafic Hariri High School (RHHS) Lebanese Baccalaureate, Life Science

### EXTRACURRICULAR ACTIVITIES

#### Volunteered in "Nehna Hadon"

August 2017

Preparing food to be distributing to underprivileged families in a small village.

#### WIDs AUB

March 1, 2019

Participating as social media ambassador to WIDS at AUB.

Got a certificate of appreciation for participating and helping to trend number one in Lebanon.

#### Marketing Club

February 2019

Member in the AUB Marketing Club.

Part of the Operation department that helps in organizing events.

#### Unicef

September 2018- Present

Member at Unicef club.

Participating in the Sports team.

Attending to direct children to learn and communicate.

#### Rotaract

September 2018

Visiting the children with heart disease at AUBMC and playing with them some games.

Attending 2 sessions about "Communication and Interview".

Distributing food to underprivileged families in a mosque in Burj-Abu-Haidar.

#### Sales executive

June 2015-Present

- Worked as a sales person at a Patisserie Supreme
- Organizing sales calls
- Demonstrating and presenting products
- Attending exhibitions, conferences and meeting
- Reviewing sales performance
- Negotiating deals and packages with companies , hotels, venues...
- Setting plans to reach budget and forecast
- Aiming to achieve monthly and annual targets
- Handling prospect, suspect and key accounts
- Studying the local market and its changes
- Working on contingency plans
- Identifying and resolving client's concerns
- Maximizing profit through creative and selective selling
- Reporting on trends in the industry and local market
- Generating business leads
- Following up on the leads and referrals generating from the field activities
- Get market's and competitor's information
- Establishing and maintaining current clients
- Preparing and launching new promotions

#### Social media

January 2018 - Present

Updating, maintaining and growing the company's social media presence

Developing and implementing social media plans and tactics across all channels( facebook,instagram, youtube...)

Executing company's day to day social media activities, including posting to and updating to social media platforms

Monitoring trends in social media

Identifying the activities of main competitors in social media

#### L'Oreal competition

February 2019-Present

Participating in L'Oreal Brand storm 2019 Competition.

### Project executed

#### Luxury Marketing Product

June 2018

Transforming "Almaza beer" into a luxury beer.

Have broadened Almaza to Whisky, red wine and white wine to increase the number of customers and the sales.

Suggesting to open a factory of Almaza.

#### **Retail in Marketing**

*September-December 2018*

Interviewing Tala Douwayheh, the manager and visited the store.

Suggesting to improve the ABC stores which will affect the customers of ABC.

#### **Customer Experience Design**

*September-December 2018*

Analyzing the customer experience in Spot Chouwayfet mall.

Observing the people (gender, age ..) that visit the mall.

Choosing different personas, applying customer journey and empathy map.

Analyzing and giving suggestions.

#### **Key skills**

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- Teamwork
- Confident record keeping
- Ability to work under pressure
- Excellent communication and analytical skills

#### **COMPUTER SKILLS**

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Proficient in MS Office (Excel, PowerPoint, and Word)

#### **LANGUAGES**

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Fluent in Arabic, English and French (Speaking, reading and writing)

#### **COMPETENCIES**

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Communication, Planning and Organizing, Client Orientation, Teamwork, Creativity, Data analysis

#### **INTERESTS AND HOBBIES**

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Swimming, hiking, and playing Handball and Basketball.

#### **RECOMMENDATIONS**

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Available upon request