

ZEINAB SROUR

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Results-oriented accounting professional with a track record of successfully resolving challenging assignments, in deadline-driven environment, according to the guidelines of established policies, procedures and standards. Committed to maintain a high level of confidentiality coupled with excellent interpersonal skills and the ability to communicate effectively to all level.

Encyclomedia SAL Tayouneh, Lebanon,

July2018-Present

Marketing Specialist

- Developing and implementing marketing plans, undertaking competitor research and analyses.
- Conducting market research to establish customer trends and habits.
- Promoting brand awareness through marketing efforts.
- Create content for the social media calendar and implementing it across Social Media platforms (Instagram, Facebook, Twitter, LinkedIn).
- Reply and engage with followers on social media.
- Working closely with other departments for events communication and branding request, promotional items and landing pages.
- Keep website updated in timely manner with latest news, updated news, updates and changes and seek site information from departmental key individual.
- Create and execute outreach communication plans for events.
- Search and make a barter deal to participate in the construction exhibition in gulf area, Europe and Lebanon and follow up the agreements, from signing until the end of the exhibition.
- Marketing, reporting and editing for ACS magazine project (architecture project, Advert and exhibition).

EXPERIENCE Professional Consultant And Trainer, Hazmieh,

Lebanon Feb-July2018

Marketing Coordinator and Development Consultant

- Preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations.
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements.

Sales Manager

- organizing sales visits
- demonstrating and presenting products
- establishing new business
- reviewing sales performance
- negotiation contracts and package

Support Coordinator Responsible for general functions:

- Data entry and follow up service reports and maintenance for old and new projects.
- Prepared daily schedule for work in sites.
- Prepared quotations.

Accountant

- Responsible for the General functions, including the preparation of journal entries, monthly/yearend closings, and account analysis, the maintenance of balance sheet schedule, ledgers, account/bank reconciliations.
- Prepared and reviewed profit/loss statements, payroll entries, invoices, tax computations and returns, cost accounting and related reports for accuracy and completeness and resolved any found discrepancies Interacted with external auditors in completing audits, developing and maintaining financial data bases, computer software systems and manual filing systems to improve performance

Intern

- Completed one month of internship with rotations in various departments including the front office, the back office, and the customer services to understand the bank's overall operation Assisted banking teams with day-to-day responsibilities.
- Participant in many aspects of financial transactions and all stages of transaction executions, from the pitch phase through to closing

Volunteer

- Volunteered and participated in monitoring the parliamentary and municipal elections to ensure democratic process during electoral campaigns and on elections day

EDUCATION

Bachelor of Science in Finance, June 2012, American University of Science & Technology –AUST, Beirut, Lebanon

- Graduation project: "La maison de repos", Feasibility study and business plan for a SPA; GPA 3.0
- Lebanese Baccalaureate Degree, Part II, Literature and Humanity, July 2008

MISCELLANEOUS

- Personal Lebanese citizenship
- Born on 2 Jan 1989
- Language English, French, Arabic
- Software EDM Accounting, Microsoft office, word, Excel, and Power point
- Affiliations Youth Network For Civic Activism-YNCA www.ynca-lb.org Member 2006 till 2010

References available upon request