

# REEM BOUMATAR



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Beirut, Lebanon

## PROFILE

Communications professional experienced in startups and entrepreneurial cultures across different industries with a focus on design, digital media, technology, strategy and innovation.

I develop compelling communications strategies and materials where presentation and creativity are key.

## EXPERIENCE

- BEIRUT**  
01.17 –  
PRESENT
- FREELANCE** – Branding, Digital Media Design and Development
- Design and development of brand identities, marketing and promotional materials
  - Preparing editorial calendars and social media posts, website design and execution
  - Photography and videography of products or services for social media content production
  - Implementing SM strategies for increased following, engagement and retainment
- BEIRUT**  
07.16 –  
01.17
- LIFEQUO MANAGEMENT** - Operations Manager
- Coordinated requests between clients, suppliers and the maintenance team, followed up on ongoing projects
  - Logged daily calls to tenants and achieved monthly/quarterly collection targets
  - Administered accounting systems and billings, reviewed and edited contracts
  - Created and updated Excel data models (Pivot Table) for measuring and analyzing collection trends
- BEIRUT**  
07.15 –  
11.15
- DOUZE DEGRES BRANDING AGENCY** - Administration Manager
- Coordinated between clients and designers to assure accurate and timely project deliveries
  - Managed office, financial systems and billings
  - Documented project processes, weekly meeting minutes and task lists to set up team project schedules
- DUBAI**  
11.14 –  
01.15
- TMD INTERNATIONAL FZ-LLC** - Account Manager
- Attended exhibitions to identify key partners/clients and grow company network
  - Worked alongside clients to prepare presentations, proposals and rollout plans
- LAGOS**  
10.12 –  
09.14
- MOBIFIN SERVICES LIMITED** - Corporate Sales Account Manager
- Met with management of all key MNOs and secured partnerships (MTN, Glo, Etisalat...)
  - Identified prospective customers and led market introduction initiatives (cold calls, trade shows, exhibitions)
  - Developed marketing and communication materials for company launch
  - Trained clients and partners to administer the system,
  - Tracked operator credit balance insuring instant follow-up when balances are low and provided ongoing support
  - Prepared weekly sales reports, budgets and forecasts

## EDUCATION

- BEIRUT**  
08.12
- AMERICAN UNIVERSITY OF BEIRUT**  
Sulaiman S. Olayan School of Business  
B.B.A Management
- LAGOS**  
06.07
- LEBANESE INTERNATIONAL SCHOOL**  
High School Diploma

## LANGUAGES

- English – Fluent
- Arabic – Native
- French – Intermediate

## KEY COMPETENCIES



Sales & Business Development (B2B, B2C)  
Customer Relationship Management



Operations Management & Quality Control  
Systems Administration



Communications & Marketing Strategy  
Social Media Management



Research, Writing & Editing  
Photography & Video Production



Branding, Graphic & Web Design  
Illustration for Print & Web

## TECHNICAL SKILLS

Advanced Microsoft Office  
(Excel, Word, PowerPoint, Outlook, SharePoint)

Adobe Suite  
(Photoshop, Illustrator, InDesign, AfterEffects, Premier Pro)

Digital Marketing & Social Media  
SEO, CMS

## INTERESTS

Business, Technology, Design, Art, Music, Photography