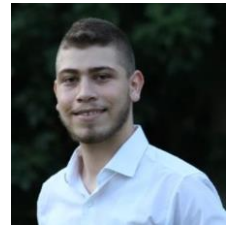


# Paul Abou Anny



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## Education

- **Holy Spirit University of Kaslik** **Expected May 2023**  
Master of Business Administration **GPA: 88/100**
  - **Lebanese American University** **December 2019**  
Bachelor of Science in Business Studies **GPA 3.3/4 with Honors**
  - **Lebanese Baccalaureate, Economics & Sociology** **June 2016**
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## Work Experience

- **Junior Research Analyst at Monty Mobile** **Sept. 2022 – Nov. 2022**
  - Maintain global knowledge of emerging technologies & trends and provide Market study for specific regions set by the management.
  - Monitor CRM on daily basis, follow up and ensure all data is up to date.
  - Examine overall market behavior, data, and other related events, and analyze sales information relating to specific companies, e.g., company results, profit and loss, balance sheet, and cash flow statements.
  - Prepare and draft reports on weekly basis to provide to management.
  - Monitor the Sales Market news using reliable media sources, in addition to drafting and writing research reports for internal use.
  - Achieve the targets set by the management: 6 startups and 2 big international companies for the first year.
  - Keep up to date with market developments, new investment products and all other areas that can affect the market.
- **Statistical Development and Studies Intern at Chemonics International** **June 2021 – Oct. 2021**
  - Building database including NGOs, Public TVETs, Private TVETs, Youth Groups, and Personal Connections.
  - Researching and Mapping through search engines, articles, social media, websites.
  - Networking and Conducting interviews with TVETs students & graduates.
  - Reporting interviews individually & preparing a final report concluding data & insights gathered from interviews.
  - Disseminating the perception survey as widely as possible.
- **Intern at Saradar Bank SAL** **July 2020 – August 2020**

▪ **Administrative Assistant Intern  
at René Mouawad Foundation**

**April 2019 – May 2019**

- Helping the department with administrative tasks: Emails, Scheduling, Responding to calls
- Data Entry: Entering the data from the physical archives into excel sheets
- Office work: Organizing files and invoices about each field project

▪ **Influencer Partnership Executive  
at Access Digital Middle East**

**April 2018 – June 2018**

- Community Management on Facebook, Instagram, and Snapchat
- Researching, Targeting and Recruiting influencers that are fit to promote a specific social media campaign
- Following up on content: Checking that each campaign is meeting its goals and the content posted is good, fit and done at the right time either on the influencer's story or feed.
- Support Chat: Staying available for any inquiries related to campaigns
- Data Entry / Building Database: Organizing all influencer's details on excel sheets for each campaign
- Close-out reports for clients: a detailed numerical and visual analysis about a client's campaign performance at the end of a specific period

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**Skills**

- Languages: English (Fluent), Arabic (Fluent), French (Fluent), Italian (Beginner)
- Computer: CRM, Power BI, By-Pal, SPSS, Canva, Microsoft Office, Outlook, Meta Business Suite, Facebook Ads Manager

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**Certifications & Volunteer Experience**

- Digital Marketing Training – Learning Remotely Academy
- Winner of Developing a Business Plan Competition – LAU
- Community Service Project “Shape your Personality” – LAU
- Volunteer – Lebanese Red Cross Youth department – LAU
- Teacher Volunteer – Outreach and Leadership Academy
- Student Volunteer – Beirut Marathon Association