

Ghinwa ALDAIF

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SUMMARY

Analytical and detail-oriented emerging professional prepared to excel within a challenging entry-level marketing position. Business minded with leadership skills, I led my team to present the best digital solution and marketing strategies at the HEC Digital Transformation certificate in front of the jury of AXA Insurance

PROFESSIONAL EXPERIENCE

THE CORAL OIL CO. LTD - BEIRUT, LEBANON

Oct. 2017 – Mar. 2019

Part of LiquiGroup holding, leader in the supply of refined petroleum products in Lebanon

Functional Consultant

Integration and finance transformation project for LiquiGroup following their acquisition of Coral

- Participated in the task force that designed the new holding's governance and reporting cycles
- Led with my team the implementation of new ERP system (SAP), the development of the operational and financial reporting packages
- Managed the day-to-day interaction with the users and the follow-up of the planning and timelines
- Conducted pre and post implementation tests to ensure the smoothness of the processes
- Trained users on the application system modules and clarified change requirements

NASCO INSURANCE GROUP - BEIRUT, LEBANON

Jul. 2014 – Aug. 2016

Insurance services provider in more than 10 countries

Communications Coordinator

- Organized corporate events and seminars gathering more than 30 stakeholders
- Presented the digital media and online performance monthly report to the management team
- Reviewed the work completed by marketers and ensured that promotional materials are aligned with company's brand identity
- Liaised with the HR department colleagues to identify potential talents

EDUCATION

HEC PARIS - FRANCE

Sept. 2016 – Sept. 2017

MSc in Strategic Management
Certificate in Digital Transformation
GPA: 3.55/4.00

American University of Beirut (AUB) - BEIRUT, LEBANON

Sept. 2010 – Jun. 2013

B.A. in Economics
Graduated with Distinction, Enrolled on the Dean's Honor's List: Fall 2012, Fall 2013 and Spring 2013
GPA: 3.54/4.00

LANGUAGES AND TECHNOLOGY

- Languages: Arabic (Native), English (Fluent), French (Intermediate)
- IT Skills: Mastery of Microsoft office programs (Word, Excel, PowerPoint, and Access); Knowledge of SEO, CMS and Google Analytics; Experience with SAP Business 1

ADDITIONAL INFORMATION

- Clubs and Activities:
Current member in the Lebanese association in HEC (HECèdres)
Former member of Economics Students Society at AUB