



# MAGUI BOU NASSREDDINE

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## **OBJECTIVE**

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To obtain a Job position in an organization that emphasizes a professional work environment and enables me to grow while meeting the corporation's goals

## **PERSONAL DATA**

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Date of Birth: May 20, 1991

Nationality: Lebanese

Social Status: Single

## **EDUCATION**

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- 2013: Bachelor in Business Administration

**Modern University of Business and Science**

Damour, Lebanon

- 2009: Lebanese Baccalaureate in Life Science

**Mokhtara high school**

Jdaideh Al Shouf, Lebanon

# EXPERIENCE

## ➤ August 2017 - current: **Director of Marketing at Bacha Resort**

- Marketing & Advertising Strategies
- Handling Offline & Online ads.
- Coordinating in events.
- Creating offers & packages.
- Meeting with sponsors, NGOs, clients...
- Photography (attending events and going live on social media platforms)

## ➤ July 2017 - current: **Marketing & Social Media Specialist Freelancer**

- Freelancer Getting Paid to do what I love. (Handling projects from A to Z)

Clients (The village country club (sports club) – VCC Football & Basketball academies – Elysee Sweet 2 (Patisserie) – RJ Electronics – Anbar (perfume & Accessories shop) – Elie & Carla (hairstylist & Spa) – Bacha Resort (Restaurant & pool & Wedding venue) & many shops.

- Marketing consultant (Offline & Online)

## ➤ September 2016 - July 2017: **Senior Social Media Specialist at Limescent S.A.R.L**

- Building and executing the social media strategy
- Proposals
- Publishing daily social media content that aims at increasing the level of interaction of our users with the website / different platforms
- Moderating user-generated content in line with the moderation guidelines for each platform
- Creative identities for users
- Reporting data and analyzing users' behavior to continuously improve the social media strategy
- Budgeting and Media planning (online ads)
- Arabic and English content calendars (Uriage UAE, Steak Escape Ghana, Tony's food, Enza Home Lebanon, Kabalan Real estate, Hightower Castle, Ayloul Lebanese restaurant, Baie rose)
- Reporting by studying and analyzing the exporting files of Facebook insights.

## ➤ February 2016 – August 2016: **Social Media Specialist at Tbsp. Beirut**

- Building and executing the social media strategy

- Publishing daily social media content that aims at increasing the level of interaction of our users with the website / different platforms
- Moderating user-generated content in line with the moderation guidelines for each platform
- Creative identities for users
- Reporting data and analyzing users' behavior to continuously improve the social media strategy
- Training interns
- Budgeting and Media planning (online ads)
- Arabic and English content calendars (The Backyard Hazmieh, Antika Bar, Feb30, YAS beach Abu Dhabi, Olio Pizzeria, stereokitchen, MYU pub, Ichiban express...)
- Moderate Zomato for each account.
- Event management for opening The Backyard Hazmieh and Antika Bar (Bloggers, media, foodies)
- Client Servicing
- Reporting by studying and analyzing the exporting files of Facebook insights.

➤ **August 2014 – February 2016: Community and Social Media Manager at Publiscreenonline SARL.**

- Generate, edit, publish, share daily content (Original text, images, videos...) that builds meaningful connections and encourages community members to take actions.
- Moderate all user-generated content in line with the moderation policy for each community: Managing Facebook pages, Instagram and Twitter accounts for major brands (National Bank of Iraq and Kurdistan, Jack Daniel's Lebanon, Chili's UAE and Oman, The Pizza company UAE-Oman and Bahrain...)
- Create editorial calendars and syndication schedules.
- Continuously improve by capturing and analyzing the appropriate social data/metrix, insights and best practices, and then acting on the information.
- Collaborate with other departments (customer relations, sales, Graphic and web designs...) to manage the reputation.
- Build and execute social media strategy through competitive research, platform determination, messaging and audience identification.
- Organic Seeding (instagram and twitter).

➤ **February 2014 – July 2014: Marketing & Digital Media consultant at Jaw café**

- Social media planning and execution
- Providing consultancy for online and offline campaigns (SMS, Flyers) along with managing online communities ( Facebook, Instagram, Twitter...)
- Marketing ideas
- Organizing and generating Online Ads
- Marketing research and plans.

➤ **February 2013 – January 2014: Sales & Marketing executive at Broadnet Technologies.**

- Listening to customer requirements and presenting appropriately to make a sale
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails
- Negotiating the terms of an agreement and closing sales
- Gaining a clear understanding of customers' businesses and requirements
- Contributing to, and developing marketing plans and strategies
- Writing and proof Reading copy
- Marketing research
- Maintaining and updating customer databases
- Slogans ideas and suggestions

➤ **October 2011- June 2012: English Instructor at Guidance School.**

➤ **August 2009: Leader at The ICT org « IJMA3 » /« Tawassol » Youth ICT Boot Camp**

- Responsible for 30 camp candidates
- Assistant of a social skills teacher
- Assistant of an IT teacher

## **SKILLS**

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**Communication Skills:**

- Able to produce professional business reports and communication
- Develop and deliver professional presentation

**Computer Skills:**

- Proficiency in Microsoft Word, PowerPoint, and other windows applications (IC3 certifications)

**Interpersonal Skills:**

- Artistic and musical skills, and ability to perform in front of thousands audience ( I was a candidate at Studio el fan)
- Can communicate with others clearly
- Ability to lead business groups
- Ability to produce ads and reportage
- Ability to do business interviews
- Leader in scouts 2010- current
- Captain of a basketball team
- Basket Ball coach for scouts and camp candidates
- Able to produce professional marketing plans
- Demonstrable social networking experience and social analytics tools knowledge.
- Copywriting.
- Marketing/campaign ideas
- Running Online Ads
- Back end restaurants' menus on websites

## **LANGUAGES**

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- Arabic
- English
- French

## **HOBBIES & INTERESTS**

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- Checking creative ads.
- Tennis and Basketball
- Cinema.
- Reading.

## **REFERENCE**

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- Available upon request.