

# Christian N. Bassil

## CAREER HIGHLIGHTS AND OBJECTIVES

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A team player, who has integrity, honesty, diplomacy, in addition to being energetic, assertive, considerate. Skilled in Negotiation, Budgeting, Business Planning, Analytical Skills Possesses excellent interpersonal, communication and negotiation skills and the ability to develop and maintain mutually beneficial internal and external relationships.

Seeking a challenging position in a reputable organization where I can put the theoretical and practical skills I gained throughout my graduate studies and working experience into action, in order to deliver a valuable outcome and to learn new skills.

AREAS	OF	EXPERTISE	INCLUDE
<ul style="list-style-type: none"><li>• Contract Negotiations</li><li>• Business Process Improvement</li></ul>		<ul style="list-style-type: none"><li>• Policies &amp; Procedures</li><li>• Communicaton Skills</li></ul>	<ul style="list-style-type: none"><li>• Effective Presentation Skills</li></ul>

## PROFESSIONAL EXPERIENCE

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### DIGITAL MARKETING COORDINATOR

#### INTECH SAL [LEBANON-UAE-KSA-NETHERLAND]

A Blooom tech affiliate [November 2016 – Present]

*A performramnce digital marketing platform operating in Lebanon, UAE, KSA, and Netherland.*

below is a highlight of my major achievements & duties in addition to main functions:

- Lead the project of Sales Process Automation & Analyzing the traffic quality reaching our Landing Pages and Services
- Setting up different kind of digital campaigns like “CPA,CPM,CPS,CPL,CPE and CPI”
- Marketing campaigns preparation and launching them in different countries, handling the negotiations with affiliates.
- Work with all the operators in the MENA region plus several countries in the world.
- Oversee the online marketing strategy .Plan and execute digital (including email) marketing campaigns and design, maintain and supply content.
- Track and analyse website traffic flow and provide regular internal reports.
- Continually work on the Search Engine Optimization of the website(s).
- Create online banner adverts and oversee pay per click (PPC) ad management.
- Tracking conversion rates (increasing or decreasing the payout) and making improvements to the website, plus evaluating customer research, market conditions.
- Responsibility for planning and budgetary control of all digital marketing.
- Plan and implement client B2C and B2B digital marketing strategies across all channels.

### EXPERIENCED AGENT AT TLS CONTACT VISA APPLICATION CENTER FOR UK AND AUSTRALIA

#### TLSCONTACT [AUGUST 2014 – NOVEMBER 2016]

Highlights:

- Handle day-to-day Visa Applications and passports in compliance with Standard Operations Procedures –greeting customers, checking of applications, obtaining biometric data.
- Following an established and defined filing and administration process, guided by a computer-based systemEnsure a first class service meeting with applicants provided a first-class service.
- Handle customer complaints efficiently and diplomatically.
- Ensure a safe working environment through team practices,
- Support VAC initiatives for a constant improvement in business performance.
- Deal with British applicant seeking for British passport or for renewing previous British passports.
- Arrange with the HMPO office in UK concerning the British applicants.
- Provide training for Australian embassy in Lebanon.

**RETAIL DIVISION TRAINEE, MEMBER OF THE HOUSING LOAN STAFF.**  
**BLOM BANK, BEIRUT [OCTOBER 2013 – JUNE 2014]**

## **ACADEMIC BACKGROUND**

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Masters in Business Administration, Universite Antonine, Jun 2018.

Bachelor Degree in Business Administration and Marketing, Universite Antonine, June 2013.

Lebanese Baccalaureate in Sociology and Economics, Antonine Sisters High School Roumieh, June 2009.

## **PROFESSIONAL TRAININGS**

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- DIGITAL MARKETING CERTIFICATE WITH EDU PRISTINE
- SALES CYCLE TRAINING WITH NAJI HADDAD LEGACY BUILDERS

## **LANGUAGES & COMPUTER SKILLS**

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Fluent in Arabic, English and French.

Advanced user of MS office applications.

SEO,Google Adwords,Google AdSense,Google Analytics,DFP

## **ADDITIONAL QUALIFICATIONS**

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- Attended the Affiliate World Europe in Barcelona AWE 2019
- Attended the Mobile World Conference in Barcelona MWC 2019
- Attended Affiliate conference in Amsterdam 2018
- Attended Mobile World Telemedia in Marbella 2018
- Attended VIVA Workshop in Kuwait 2018
- Attended the Mobile World Conference in Barcelona MWC 2018
- Attended the Affiliate World Europe in Berlin AWE 2017
- Attended training in Biometrics data
- Attended visa requirements for diverse type of visas
- Certificate in biometrics that meets with the international data security standards

## **PERSONAL DETAILS**

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**Address:** Mar Roukoz, Dekwaneh, Lebanon // **E-MAIL:** christianbassil77@gmail.com// **MOBILE:** +961 70 189347 // **DATE OF BIRTH:** DEC 08, 1991.

**Nationality:** Lebanese // **Marital Status:** Single