

# KARIM ATOUI

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## PROFILE

A prospective postgraduate in Strategic Marketing from the Imperial College Business School with a diversified working experience background across marketing, advertising, research and business development.

## EDUCATION

- 2018 - 2019**      **MSc in Strategic Marketing – with Merit**  
Imperial College London, London, United Kingdom  
*Core Modules: Digital Marketing, Marketing Analytics & Decision Making, Brand Strategy, Strategic Market Management, Relationship Marketing, Research & Evaluation in Strategic Marketing, Finance & Pricing, Entrepreneurial Strategy and Marketing Planning and Consumer Behaviour*
- 2015 - 2018**      **Bachelor of Business Administration (B.B.A) - Marketing Concentration**  
American University of Beirut (AUB), Beirut, Lebanon  
*Core Modules: Public Relations, Marketing Communication, Retailing & Merchandising, Consumer Behaviour*
- 2000 - 2015**      **International Baccalaureate (IB) Diploma – with Distinction**  
International College (IC), Beirut, Lebanon

## PROFESSIONAL EXPERIENCE

- June - July 2019**      **Marketing Consultant**  
**Little Black Door – London, United Kingdom**
- Analyzed the resale marketplace and digital inventory space for luxury fashion products in London.
  - Conducted quantitative and qualitative research (both primary and secondary) to understand target customer requirements and preferences.
  - Provided recommendations and advice on strategies for the platform start-up by 2020, including providing background information to support building the investor pitch and other core strategies.
  - Conducted a feasibility study to analyze insights from experts within the fashion industry.
- Jan - Feb 2018**      **Marketing Intern**  
**Mr. Grocer – Beirut, Lebanon**
- Supported the marketing, graphic design team and company founders in developing a marketing strategy for the company's advertising and social media campaign to raise awareness and induce trial for the specific target segments.
  - Conducted research on the market capacity and consumer behaviour.
  - Developed a construct competitor analysis.
- Jun - July 2017**      **Research Intern**  
**Capital Concept – Beirut, Lebanon**
- Contributed to the development of Capital Concept's Governance and Integrity Rating Methodology and Environmental and Social Methodology for 2018.
  - Provided ratings for publicly listed MENA and U.S. companies following analysis of their disclosure of their governance structure and financials.
  - Provided research support to the senior management team (CEO, COO and analysts) on a regular basis.

## SKILLS & INTERESTS

### SKILLS

- Microsoft Office Suite (Word, PowerPoint, Access, Excel), Photoshop (Functional), Social Media, Advanced IT research skills
- Languages: English (fluent), Arabic (fluent), French (beginner)

### INTERESTS AND AWARDS

- Member of the Student's Dean's Honour List - Olayan School of Business at AUB (2018)
- Member of the AUB Outdoors Marketing Team (2018)
- Assistant Coach for the International College Men's Rugby Team (2016)
- Member and volunteer at Embrace Fund (2016 - present)
- Member of the Junior Varsity Rugby Team (American University of Beirut, 2015 - 2017)
- Most Improved Player (MIP) Rugby Award (International College, 2014-2015)
- IC Alumni Scholarship Award (International College, 2014-2015)