

# Maxine Badawi

Achrafiyeh, Lebanon  
Mobile: +961-3- 088582  
E-mail: Maxine\_badawi@hotmail.com  
Nationality: Lebanese

## Objective

I am seeking a long-term and challenging marketing position in a competitive environment through which I can improve myself, develop my expertise, gain knowledge and add value to the company.

## Experience

### **BDIGITAL SAL**

#### **Social Media Specialist & Account Manager:**

**August 2017 - Present**

Responsible for planning, implementing and monitoring clients' social media strategy in order to increase brand awareness and improve marketing efforts and increase sales. My duties include:

- Serving as the link between the agency and the existing client
- Developing, implementing and managing social media accounts
- Defining most important and appropriate social media KPIs
- Managing and overseeing social media content
- Staying up to date with the latest social media best practices and technologies
- Monitoring competitors
- Working with copywriters and designers to ensure content is informative and appealing
- Communicating influencers via social media to create a strong network
- Working on monthly client reports
- Handling budgets, managing campaign costs and invoicing
- Liaising with our sister advertising agency on all offline campaigns (OOH, Radio campaigns, PR, etc.)
- Suggesting and presenting new campaign ideas to clients
- Developing all kinds of online campaigns (SEO, SEM, Google display network, etc.)
- Ensuring customer satisfaction

### **CLEMENTINE SAL:**

#### **Senior Account Executive**

**March 2015 – July 2017**

Client-servicing expert at the agency, successfully handling the overall management of an extensive amount of accounts of all categories and sizes. My duties included:

- Serving as the link between the advertising agency and the existing client
- Meeting and liaising with clients to discuss and identify their advertising requirements, goals, objectives and needs
- Building effective advertising campaigns for clients after negotiating with the client about the details of campaigns
- Writing client Reports
- Giving full brief to media, production and creative teams and participating in brainstorming sessions
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
- Developing strong and long-term relationships by suggesting and presenting campaign ideas to clients
- Getting quotations and creative ideas approved by the client
- Making 'pitches' along with other agency staff (Marketing Director & Creative director) to get new businesses
- Handling budgets, managing campaign costs and invoicing
- Monitoring the effectiveness of campaigns
- Ensuring customer satisfaction

Accounts: Adyar, Batrouniyat, Federation Lebanese Basketball, Acair Insurance Company, Jezzine Municipality, Zouk Municipality, Zerock, Lebanese Diaspora Energy 2015/2016/2017, Bayrou Street Food, Energyco, Regie Libanaise des Tabacs et Tombacs, Dbayeh International Festival, etc.

**TRANSMED SARL:****Summer internship:****July-September 2014****Account Executive in the Customer Business Development (CBD) handling:**

Master food, Pringles, Wrigley's and other Brands. My duties included:

- Learning the basic Responsibilities of an Account Executive:
- Invoicing orders
- Collection of dues
- Leading, planning, and executing all in-store mega events
- Merchandising and implementing planograms across the outlet for Transmed products
- Helping in activation of in-store marketing plans. (Tasting events, back to school events)
- Running and analyzing a price audit for Transmed brands versus competition
- Learning the order process (stock check, store check,

**Educational  
Background****Bachelor Degree in Marketing****September 2011 – December 2014**

The Holy Spirit University of Kaslik (USEK)

**Baccalaureate in Socio Economy (SE)****June 2011**

Collège des Sœurs des Saints Cœurs- Jbeil

**Languages**

Good command of written and spoken Arabic, English, and French

**Qualification & Skills**

- Skills: Leadership, effective communication, multi-tasking, time management
- Software literacy: Mac and windows, Microsoft office

**Hobbies**

Swimming, reading, jogging, traveling and music