



# HAMZE SHAHROUR

## MARKETING SPECIALIST

### PERSONAL PROFILE

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Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

### CONTACT

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Haret Hreik  
Beirut, Lebanon



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00 961 - 70- 477502



Hamze Shahrour

### EDUCATION

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Lebanese University  
Bachelor in Accounting and  
Auditing, 2018

Lebanese University  
Masters of Marketing And  
Management - Undergraduate

### KEY QUALIFICATIONS

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I have relevant experience in facilities management, quality control, and strategic planning with over 7 years of experience in management, and excel at hiring the right people and building effective teams.

### WORK EXPERIENCE

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#### **AMB GROUP, Digital Marketing Manager**

FEBRUARY 2021 - PRESENT

- Manage all corporate marketing functions, including brand management, product launch, advertising, marketing collateral, and events.
- Develop new promotional campaign by bundling products together, increasing sales revenue.
- Establish social media platforms including Content
- Create a digital marketing strategy
- Set up KPIs
- Write blog posts
- Create PDFs, eBooks, presentations, or any other promotional materials
- Build the marketing funnel
- Learn marketing concepts
- Create social media calendars
- Design a website (and monetize it)
- Stay active in relevant online communities
- Have a client meeting to discuss the next steps
- Make Facebook or Google Ads
- Onboard meeting for new clients
- Create QR codes (bridge the gap between traditional and digital marketing)

## **Al Ginza Restaurants, Online Marketing Specialist**

JUNE 2020 - PRESENT

- Develop new promotional campaign by bundling products together to increase sales revenue.
- Establish social media platforms including Content
- Create a digital marketing strategy
- Set up KPIs
- Write blog posts
- Create PDFs, eBooks, presentations, or any other promotional materials
- Build the marketing funnel
- Create social media calendars
- Design a website (and monetize it)
- Stay active in relevant online communities
- Make Facebook or Google Ads
- Search Engine Optimization
- Sales calls

## **Beirut.com, Account Manager**

OCTOBER 2019 - NOVEMBER 2019

- Reach out to customer leads through cold calling.
- Analyze the territory/market's potential, track sales and status reports.
- Establish, develop and maintain positive business and customer relationships.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs.
- PS: suspended due to October's revolution.

## **Plan B Solutions, Team Leader**

OCTOBER 2018- FEBRUARY 2021

- Built a full-scale sales operation from the ground up; duties include establishing database systems, developing sales and marketing strategies.
- Identified and analyzed client goals and developed digital marketing strategies and solutions to achieve clients' objectives.
- Managed a cross-functional team.
- Ran senior executive meetings.
- Expedite the resolution of customer problems and complaints to maximize satisfaction.
- Achieve agreed upon sales targets and outcomes within schedule.
- Coordinate sales effort with team members and other departments.
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.

**BSL BANK SAL, Intern**  
JULY 2018 - SEPTEMBER 2019

**Mamas&Papas LB, Senior Sales Representative**  
APRIL 2017 - DECEMBER 2017

- Promoted products to customers and reaching their satisfaction.
- Continuously improve through feedback.

**Upim & Mondo Italia, Senior Sales Representative & Visual Merchandisers**  
MARCH 2016 - APRIL 2017

- Present, promote and sell products/services using solid arguments to existing and prospective customers.
- Continuously improve through feedback.
- Defines, designed and implemented a creative visual merchandising strategy.
- Created appealing and eye-catching visual displays that lead the customer through the entire store.

**Atyab Farouj Restaurant, Dispatcher**  
JULY 2014 - MAY 2015

- Handled all the delivery department responsibilities starting from the call center to delivering the products to customers.

## SKILLS

Industry Knowledge:

- CRM
- Telemarketing
- Accounting

Top Skills:

- Customer Service
- Sales
- Communication
- Prospecting
- Handling objections

Interpersonal skills:

- Time Management
- Teamwork
- Leadership

Tools and Technologies:

- MS Office