

## BASSAM KARAM

Beirut, Lebanon | +9613578339 | bassamkaram@gmail.com

### Founder & Managing Director

2012 - 2019

Cornerstone PR Group

Beirut, Lebanon | Riyadh, Saudi Arabia

*Marketing and PR consultants*

- Managed client accounts, handling in full their marketing strategies and processes, working closely with their teams and departments to achieve objectives
- Directed event operations and founded several award-winning event concepts
- Published Cloud961 Magazine, a professional publication specialized in social media and digital marketing, awarded "Best e-Publication" in 2013
- Led the acquisition and business development of multiple companies, diversifying the Group's network of marketing and communication services

### Project Manager

2009 - 2012

PromoPrints SAL

Beirut, Lebanon

*Publishing and media sales agency*

- Managed the production and publishing of all English publications
- Concluded and managed strategic media partnerships
- Awarded "employee of the month" several times
- ★ Promoted to the position of Editor-in-Chief for all English publications

### Research Program Manager

2007 - 2008

Issam Fares Center for Lebanon

Beirut, Lebanon

*Non-governmental think tank specialized in public policies*

- Produced multiple research publications on public policies
- Organized and managed conferences and round-table meetings with policy-makers and experts
- Trained and supervised new research assistants
- ★ Awarded IFCL's lifetime service recognition award at its closing ceremony in 2015

### Education & Languages

### Trainings & Certifications

- Mechanical Engineering  
**American University of Beirut**  
2003 – 2009
- Baccalaureate – General Sciences  
**Collège Notre-Dame de Jamhour**  
2000 – 2003
- Languages:  
**English, French and Arabic**  
Fluently spoken, written and read

- Situational Leadership II, by *Starmanship & Associates*
- Discover Your True Colors, by *Starmanship & Associates*
- Gold of the Desert Kings, by *Starmanship & Associates*
- Train the Trainer, by *Standards Consultants*
- Business Writing, by *Standards Consultants*
- Corporate Communication, by *Standards Consultants*
- Customer Service, by *Young Urban Professionals*
- Guru Sales, by *Young Urban Professionals*

### Skills & Competencies

Microsoft Office, Adobe CC, Social Media tools, crisis management, problem-solving, pitching, sales, presentations, negotiations, public speaking, training and coaching, process optimization, business transformation