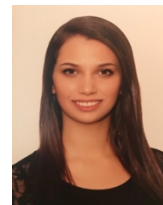


Dina Maalouly

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EDUCATION

Google Digital Workshop
Certificate in The Fundamentals of Digital Marketing

Beirut, Lebanon
2019

INSEEC
Masters in Marketing, Communication and Business Strategy

Paris, France
2017

Sup de Pub – INSEEC Group
Masters in Product Marketing

Paris, France
2016

Saint Joseph University
BA in Advertising and Marketing

Beirut, Lebanon
2010-2013

EXPERIENCE

Johnny Saade Holdings S.A.L

Owners of Wild Discovery Travel & Tourism, Château Marsyas Wine and Domaine de Bargylus Wine

Marketing Executive (Digital and Offline Marketing)

Beirut, Lebanon

Jun.17 – Mar.19

- Designing, building and maintaining the 3 brands social media presence across all digitals channels
- Planning and executing all digital marketing, including SEO/SEM, marketing database, social media and display advertising campaign
- Sponsoring online advertising paid campaign on Facebook and Instagram for the 3 brands
- Creating, tracking and analyzing website traffic plan and providing regular internal reports
- Feeding the website in terms of product upload, themes and article update
- Creating the website's new pages
- Generating analytics to monitor Wild Discovery App performance
- Coordinating with Radios & Magazines and booking for outdoor campaigns
- Promoting the 3 brands through sponsorships and collaborations with influencers

Robert Bosch SAS

Paris, France

Leading global supplier of technology and services

Intern: Assistant Product Manager (Automotive Aftermarket division)

Sep.16 – Mar.17

- Assisted 6 product managers (wipers, spark plugs, bulbs, brakes, filters and batteries)
- Worked autonomously on a project and creating a marketing concept for Bosch spare parts for the 2 wheels market
- Conducted market research and benchmark on the entire marketing mix for the 6 products
- Developed sales support tools (product leaflets, POS materials, customer brochures...)
- Established and followed-up on promotions and targeted commercial actions
- Created product newsletters

AutoXpert S.A.L

Beirut, Lebanon

Exclusive dealers for Chinese and Taiwanese cars (Brilliance, Jinbei, CMC Veryca and Yutong)

Sales Executive

May.14 – Jul.15

- Main contact between the sales department and customers
- Worked closely with the after-sales operations
- Dealt with bank requirements to provide payment facilities to customers
- Regularly reached monthly sales targets for car sale

BLOM Bank

Beirut, Lebanon

Leading Lebanese bank

Intern in Sales

Nov.13 – Apr.14

- Promoted the banking products (personal loans and credit cards) to customers
- Provided outstanding customer service to existing and potential customers
- Participated in organized sales events
- Successful completion of sales targets

LibanLait S.A.L**Beirut, Lebanon***Lebanese leaders for milk and fresh dairy products***Intern in Marketing****Jun.12 – Sep.12**

- Strategic relationships with suppliers – Market visits
- Worked closely with product marketing to ensure that the brands (LibanLait and Candia) are meeting the market needs
- Worked with the Sales Team to create and develop marketing plans

Interbrand S.A.L**Beirut, Lebanon***Lebanese leaders in production and distribution of fruit juices, condiments, and canned fruits & vegetables with multinational brand***Intern in Marketing and Merchandising****Jun.11 – Sep.11**

- Positioned contacts with suppliers for Libby's, Extra, Bonjus, Sannine and RC brands
- Market visits and following up on merchandising and competitors' beverages line of business
- Performed SWOT Analysis for the company's brands

Sports interests: Climbing, Hiking and Golf**Languages:** Arabic (Native), English (Fluent), French (Fluent)**Computer skills:** MS PowerPoint, MS Excel, MS Word, Photoshop**Other Interests:** Travelling