

Education and Qualifications

2018-2019	Istanbul Aydin University Turkey	MBA
2010-2013	Arts, Science & Technology University in Lebanon Beirut, Lebanon	BA – Marketing & Advertising

Work Experience

- Jan-14 – Jul-18** **Fanoussy NGO (14-16 Part-time / 16-18 Full time)** Beirut, Lebanon
Marketing & PR Executive
- Set yearly plan for “Fanoussy” event, which attracts 1000 attendees and with a budget of \$50,000...
 - Managed sponsor relationships, attracting 10 new sponsors in 2017 while securing \$30,000 extra funding for the event.
- Dec-12 – Present** **Private Tutoring** Beirut, Lebanon
- Tutored university students in Marketing & Advertising, Marketing Strategies, Consumer Behavior
 - Tutored high school students in Management, Economics, Sociology and Philosophy
 - Marketing Strategies & Advertising Methods for university students
- Jul-16 – Sept-16** **Abed Tahan Home Appliances & Electronics** Beirut, Lebanon
Marketing Specialist
- Ran a marketing campaign on air conditioners through social media, print, radio and in-store channels, generating 20% uplift in sales compared to the same period last year
- Mar-16 – May-16** **Auto Khaled Moving Company** Beirut, Lebanon
Marketing Manager/ Business Consultant
- Collected a list of customer complaints and identified a delay in confirming customer appointments. I then streamlined the booking process reducing confirmation time from 2 days to half a day
 - Held Social Media responsibilities (Facebook, LinkedIn, OLX, Alibaba, Almazad)
- Sep-13 – Feb-16** **Walid Demashkie Trading Co.** Beirut, Lebanon
Business Development Specialist
- Scouted distribution opportunities in Lebanon and UAE for an Italian water brand. Cold-called, met, presented, and negotiated commercial terms with potential distributors.
- Feb-13 – Aug-13** **Genesis Fitness Club** Beirut, Lebanon
Marketing Specialist
- Customer Interaction (Gym tours and explanations on the gym facilities and services and provided customers with all information necessary, as well as, focused on their interests and personal needs)
 - Held customer Relationship Management (Pre-sale & post sale follow-up with customers)
- Aug-12 – Oct-12** **Fakhoury Motors** Beirut, Lebanon
Sales Executive
- Managed tour and sale experience for the customers and was able to sell two luxury super-cars cars in my first two weeks at work
 - Held Customer Relationship Management (Pre and post-sale executions)
- Jun-10 – Jan-12** **Organica (Organic Food Store)** Beirut, Lebanon
Sales Representative
- Created awareness to people and potential customers on our business and our organic products
 - Advertised (brochures, offers, billboards, etc...)
-

Additional Information

Extra-Curricular Activities and Learning:

IE Business School – Spain

- Professional Certificate in Integrated Marketing Communications (2016)
- Professional Certificate in Channel Management and Retailing (2016)
- Professional Certificate in Pricing Strategy (2016)
- Professional Certificate in Brand and Product Management (2016)

University of Toronto – Canada

- Professional Certificate in Psychology (2017)

Nationality: Lebanese
Date of Birth: 14-05-1990
Languages: English (fluent), Arabic (Native)