

Mohamed H. Baydoun

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EDUCATION

American University of Beirut (AUB)

Bachelor of Science, Political Science and Minor in International Law

December 2018

GPA: 2.85/4.00

City International School, Beirut, Lebanon (CIS – LWIS)

High School Diploma Accredited by the New England Association of Schools & Colleges (NEASC)

May 2014

GPA: 3.00/4.00

WORK EXPERIENCE

Careem-Beirut, Lebanon

March 2019- Present

Corporate Sales and Partnerships Executive – Business Development

- Initiated collaborations with more than 30 partners ranging from Airlines Banks, F&B, Nightlife, NGOs and Leading Tech Apps; BLF, Air France, Lufthansa, Phoenixia, Skybar, Uberhaus, Zomato, Anghami, Starzplay.
- More than 250 leads and 20 corporate accounts signed with top tier companies, organizations and SMEs.
- Role included but not limited to; Sales, Account Management, Marketing Campaigns Product Development and BD (partnerships).

Brand Ambassador Program Lead

September 2018-March 2019

- Leading a team of 30+ Brand Ambassadors along with recruiting and training.
- Organized and took charge of the newly revamped Brand ambassador program with orientation and training sessions for new ambassadors.
- Met all KPIs; Revamp the ambassador program, recruit ambassadors, set up training and workshops and build partnerships and collaborations.

Marketing and Partnerships Intern

July 2018-August 2018

- Initiated and built partnerships and collaborations with clubs at AUB and LAU (AUB Outdoors, AUBMUN, BEYMUN and LAU Case Competition), F&B and nightlife venues (7 Management & Sky Management) and Athletics (Wael Arakji and Roda Antar Football Academy)
- Assisted Careem Corporate Social Responsibility campaigns. (Kharouf and Cedar).

N12 Football Fan Park

May 2018-August 2018

Sponsorship and Public Relations Representative

- Acquired 3 sponsors ranging from F&B and communications for the World Cup 2018 Screening and event.

BLOM Bank S.A.L

June 2017-August 2017

Marketing and Communication Intern

- Plan and execute the annual Ramadan and CSR Events such as logistical arrangements, catering services, forms of transportation and distribution of gifts.
- In charge of research activities related to sponsorship requests and marketing campaigns for annual events.
- Data analysis and filing of all information regarding marketing campaigns, sponsors, partners and events.

Banque Du Liban – Beirut, Lebanon

June 2017-August 2017

Summer Intern

- Attended workshops in several departments for training and development.
- Completed a week-long intensive workshop with BDL led program at the UK Berytech Hub.

EXTRACURRICULAR ACTIVITIES

Beirut International Model United Nations (BEYMUN)

Finance and Fundraising Coordinator

February 2017-April 2018

- Lead the Sponsorship and Social events team which both consisted of 10+ members each.
- Acquired 7 out of 11 sponsors and surpassed the budget targeted to be raised by 40%.

AUB Outdoors- Beirut, Lebanon

January 2017-May 2017

Sponsorship & Marketing Team Member

- Acquired 4 sponsors; 2 Top-tier Lebanese banks, 1 major Communications Company and 1 Food & Beverage.
- Continuously worked between the marketing and sponsorship teams to provide the best content and coverage for our sponsors and partners.

Careem

Brand Ambassador – AUB

July 2017- July 2018

- Organized the first ever Lebanese Careem Community event which had more than 50+ attendees (Top & Loyal Users) and provided access for Careem Lebanon to collaborate with many clubs and organizations at AUB.
- Met all KPIs; introduced more than 200+ new users and sign ups in 1 year, completed more than 130+ hours on activations and volunteering.

AUB Model United Nations (AUBMUN)

September 2018 – April 2018

Delegate

- Chosen to represent Lebanon at the Model United Nations Conference in Antalya, Turkey and received an honorable mention.

ATHLETICS

- Captain of the AUB Football team in which we went undefeated in Lebanese university league. Organized the team's trip and achieved 3rd place in University's tournament in Belgrade, Serbia.
- Lebanon National-Team U19s player and Captain of the high school varsity football team.
- Training and Tryouts with AC Milan and Juventus Youth teams in Milan and played In Spain Vs Barcelona, Real Madrid

SKILLS

- Languages:** English & Arabic, Creole/Krio & French (Limited Proficiency)
- Technical Skills:** Excel, PowerPoint, MS Word. PSPP, NVIVO.