



IMAD ANDRAOS

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EDUCATION

DEGREE IN PSYCHOLOGY

Lebanese University Faculty of Arts and Science,
Section:2 | November 2021 - Present

BACHELOR DEGREE IN BUSINESS ADMINISTRATION EMPHASIS IN MARKETING

Lebanese International University Faculty of
Business Administration , Saloumeh | October
2016 - January 2020

LEBANESE BACCALAUREATE II SECTION OF SOCIOLOGY AND ECONOMICS

Al Akhtal Al Zaghir School, Jdeideh | October
2012 - July 2015

ADDITIONAL SKILLS

- Strategic Communication
- Digital Marketing
- Critical Thinking
- Communication Skills

CERTIFICATIONS

CAREER GROWTH LEARNING

American Institute for Applied Education
No Expiration Date Issued July 2022 ·
Credential ID OP2022-000000304

FOUNDATIONS: DATA, DATA, EVERYWHERE, COURSERA.

No Expiration Date Issued May 2022 ·
Credential ID: P3TZK8PLWJN2.

CAREER OBJECTIVE

My Internship in Content Creation and Strategy Marketing has helped me to analyze the company intended vision in order to accomplished the company goals will help your company website to be a useful tools and to be a guide for keeping up a good interaction with your customers. In addition to my Certificate in Digital Marketing from Google Digital Garage allowed me to master the basics of social media marketing and help me to gain digital skills and to create my learning plan to find what best suits my interests. Looking for a suitable vacancy where i can apply my practical learning and grow proficiently.

WORK EXPERIENCE

JUL 2022 - AUG 2022

MARKETING INTERN

SACOTEL SAL

- Assisted with the digital transformation workshop in collaboration with ESA.
- Created Digital Marketing Strategies that made us convert from B2B to B2C.
- Uploaded 5 posts and a Reel in a matter of a week that increased our followers by 10%.

JANUARY 2022 - MAY 2022

CONTENT CREATION AND STRATEGY INTERNSHIP

BETTER'FLY LEBANON , HAZMIEH

- Created 40+ Facebook and Instagram content for over then 11+pages.
- Assisted three Market Research Projects which allowed us to close contracts amounting more than 60,000USD.
- Participated in planning and strategizing for inbound marketing campaign execution including content, and content schedule.

DELFB2:

French Institute in Lebanon.

No Expiration Date Issued January 2022 ·

Credential ID: 961005-006428.

THE FUNDAMENTALS OF DIGITAL MARKETING, GOOGLE DIGITAL GARAGE.

Issued June 2020 ·

Credential ID: BTC 29N RNN.

KAMI SAMA INDOORS SALES PROGRAM.

Issued December 2018 · No Expiration Date

COMPUTER SKILLS

- Excellent knowledge of internet searching and processing
- Good working knowledge of Microsoft Office: Excel, Word, PowerPoint.

LANGUAGES

- Arabic: Mother Tongue
- English: Excellent
- French: Excellent (Level B2)

VOLUNTEERING

- Member of Caritas
- Caritas Lebanon, Sector: Aley, Bhamdoun. Issued November 2020 ·
- No Expiration Date



SEPTEMBER 2017 – SEPTEMBER 2019

SALES ASSOCIATE

TSHOOZ SHOES , ABC ACHRAFIEH

- Hit the target 3 months in a row and increase the store sales from the past years by 140%.
- Up sold products to meet sales targets utilizing a referral base and strong customer relationships.
- Boosted the effectiveness and productivity of the sales team by initiating better incentives for the sales staff directly in contact with the customers.

JULY 2020– PRESENT

BUSINESS PARTNER

MINI MARKET FAMILY BUSINESS, SILFEYA

- Increased till present the footfall of customers by 50% Create appealing visual displays of products to be sold.
- Drove more customers by going digital and creating Facebook present to publishes the Mini Market products.
- Replenished shelves with products and ordered more supplies as needed.

PERSONAL SKILLS

- Self-motivated dependable and hard worker.
- A positive and optimistic attitude
- Experienced in working with varying age groups and cultures.
- Fast learner and able to work under pressure with confidence.
- Able to communicate and deal with others with excellent communication skills. Calm and collected in challenging situations.
- Able to follow a systematic approach and use initiative when necessary.