

Pierre Raffoul

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OBJECTIVE

Passionate Marketing and Business Development hard worker with experience in the F&B and Fitness industries. Looking for an opportunity to take a new challenge within these industries.

EXPERIENCE

Tone & Brew | Miziara-Lebanon

Gym & Coffee Shop-Manager and Marketing Coordinator | May 2019- Current

- Launched Marketing and Branding. Positioned the gym as a semi private gym, with the coffee shop being a complementary tool to complete the concept from a nutrition perspective. Increased awareness of healthy nutrition in building muscle and increased demand for healthy meals and drinks in the coffee house
- Create Social media content (Instagram and Facebook)
- Barista Manager at the coffee shop
- Boost inside sales by upselling products, near expiry and high profit margin items.

ShareQ NGO | Jeita, Keserwan-Lebanon

Assistant Manager | March 2018- September 2018

- Co-authored several proposals for grants and awards
- Proposals were dedicated to women empowerment projects and projects related to helping unprivileged societies.

Hum 'N Go Snacks | Jeita, Keserwan-Lebanon

Business Development Manager and Advisor | March 2018- September 2018

- Uplifted product from a casual snack to a healthy, vegan, and on the Go Lebanese snack by influencers and leaders in the health industry endorsing it as a healthy snack.
- Accelerated launch of Hum 'N Go in 33 sales outlets within 3 months, including gyms, pubs, shops within a geographic area
- Formulated and implemented a cost-free marketing strategy that boosted both the brand awareness and sales for Hum 'N Go; word of mouth boosted due to recommendations for health coaches and specialist. In addition, outreaching to HORECA events and showcasing the products was vital.

EDUCATION

Holy Family University | Batroun | 2017- 2019

Master's degree in Business Administration, with honors.

Total Average: 92/100 equivalent to 3.68/4 A

- Pioneered in the MBA research project, ranked first (score: 94/100). Analyzed seven food startups success stories and how the adoption of the Lean Model Managerial Approach helped in their succeeding.

Holy Family University | Batroun | 2014 – 2017

Bachelors degree in Banking & Finance, with honors

Total Average: 93/100 equivalent to 3.72/4

- Pioneered in the BA research project, ranked first (score: 90/100). Analyzed the Lebanese Basketball Financial situation through a financial analysis using the ratios method and recommending creative solutions.

LANGUAGES: Fluent in Arabic, English and French.

COMPUTER SKILLS: Skilled in Microsoft Office (Word, Excel, PowerPoint)

SKILLSET AND INTERESTS: Thorough reader, Fitness practitioner.
