

LEA G. FLEYFEL

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EDUCATION

American University of Beirut – Lebanon 09/2014 – 12/2017 Bachelor of Arts in Media & Communications

International College of Beirut – Lebanon 09/1999 – 06/2014 French Baccalaureate-High Level Economics, Sociology, Mathematics

EXPERIENCE

Business Development Representative, December 2018 – September 2019

Hult Prize Foundation Beirut - Start up accelerator

- Vetted and reached out to roughly 50 prospects per day, and organized roughly 4 meetings a week
- Increased the sales of 2 products by 20%, 55% respectively by employing aggressive sale strategies
- Analyzed performance metrics, reviewed creative and brainstormed with internal stakeholders to develop and present new sales plans for the year
- Grew email subscriber list from 300 to 3,000 in 8 months without expanding the monthly budget by creating a Newsletter to update prospects of our latest news
- Expanded the company's client base by 60% in a 3-month period by attending monthly industry functions
- Directed 3 mentoring events with more than 200 attendees
- Trained teams of 30 people by delegating task for the Accelerator's program
- Contacted and invited more than 100 judges and mentors to participate in the accelerator's events

Junior Business Development Representative, January 2018 - November 2018

Mariana Wehbe Public Relations Beirut - Bespoke public relations agency specialized in luxury and design

- Reached out to 30 prospects per day resulting in \$250,000 in funds for Vogue Arabia's one-year anniversary
- Created a database of 10,000 prospective customers following extensive and rigorous leads generating activities
- Implemented a weekly meeting with MWPR (Mariana Wehbe PR) clients to discuss goals, updates, and challenges, increasing productivity across departments by 40%
- Increased the company press coverage or market recognition of 10% within 8 months

INTERNSHIP

Internal Business Development and Marketing Department, June 2017 – August 2017

Coutts Private Bank London – Private Banking and Wealth Manager

- Prepared and pitch internal communication strategies for middle manager and company employees
- Assisted in the development of the company's new marketing strategy

Marketing and Client Service Department, June 2016 - August 2016

Leo Burnett Beirut - Advertising Agency

- Worked on ad Campaign for clients for a local firm in the water industry
- Conducted market research for Proctor and Gamble clients for an international firm in the beauty industry

EXTRA CURRICULAR

AUB Outdoors - Two days festival - 25000 attendees

PR Team Representative, January 2017 - May 2017

- Worked with social media influencers to be part of AUB Outdoors
- Prepared invitations and press kits to send to social media influencers
- Came up with different collaboration ideas between sponsors and social media influencers

Sponsorship Team Representative, January 2016 - May 2016

- Raised 200,000\$ in Funds to organize the Festival
- Managed negotiating deals by phone, email, and in person
- Trained 10 personnel in strengthening their communication and negotiation skills

Volunteer, January 2015 - June 2019

Nassma Beirut - NGO learning and resource center

- Tutored Syrian refugees in basic Mathematics and English literature

INTERESTS

LANGUAGES: Fluent in French, English and Arabic

TRAVEL: Participated in a beach and marine conservation program in Madagascar, July 2018