

Reema Adem

Reema.o.adem@gmail.com

+961 70 81 68 81 / +961 78 88 77 06

COMMITMENT | PERSISTENCE | INTEGRITY

Summary

Seeking a job where I can contribute with my knowledge and education at your reputable company offering experience, self-growth & motivation.
Dynamic, resourceful and dedicated professional with solid background in administration, marketing, sales, humanitarian aid, social media and public relations.
Strategic and creative thinker with effective communication and writing skills.
Proven ability for building strong relationships with clients and partners.

Areas of Expertise

- Trilingual (English, French & Arabic)
Fluently Written & Spoken
- Effective Communication
- Team Worker
- Problem Solver
- Project Management
- Computer Knowledge
(Microsoft Office Word, Excel & PowerPoint)
- Multi-tasking Skills
- Organizational Skills
- Social Media

Experience

MG Group International for Trading sarl

August 2019 – Present

Managing Director of EVERNET Superior:

- Manage entire product lifecycle from strategic planning to tactical activities.
- Develop Product Requirements Documents (PRD) for each product line.
- Conduct market search, customer/prospect visits to understand and specify business requirements for target market segments.
- Analyze competitive offerings to identify differentiators, and set offers.
- Document & report on product profitability, cost and expenses.
- Create Business Cases for new product development to achieve sponsorship.
- Analyze partnership opportunities for products.
- Develop and implement go-to-market strategies.
- Manage the marketing and communications to create collateral that accurately reflects the features & benefits of the product line.
- Build basic graphics for the digital marketing campaigns launched on the social media platforms (Facebook & Instagram) “Junior Graphic Design Level”
- Represent the Voice of customers in senior level management meetings.
- Build a defined, repeatable, measurable sales process for product line.

- Research and identify market segments and background check industries.
- Training staff for clients' questions, comments and information.
- Scheduling and communicating the clients for future bookings or annual deals or following up on proposed and approved campaigns and roadshows.
- Clients list updated on daily basis and setting a weekly report of Calls, Meetings, Follow Ups and Deals Closing.
- Setting KPIs on a Monthly Basis for number of Calls and Meetings.
- Communicational skills, customer satisfaction, delegating responsibilities, problem solving and building strong communication with clients.
- Maintaining accurate client's records.
- Handling abroad clients of the Gulf/MENA for products exports.
- Air-Freight & Sea-Freight pricing for abroad clients.
- Purchasing of Give-Aways for the special offers.& events.

Teach for Lebanon

March 2019 – July 2019

Head of Monitoring & Evaluation:

- Design and implement effective monitoring and evaluation framework and tools to measure effectiveness of the programs.
- Data collection, analysis and learning activities to help ensure accountability and efficiency from start to end of projects.
- Collaborating with different team – mainly recruitment, training and alumni leadership to design internal M&E mechanisms.
- Quarter and Annual reporting.
- Facilitating data collection and the flow of data within Program field teams.
- SWOT of existing data collection and management systems.
- Field visits to ensure the quality of data collected by Programs and to verify the accuracy of reported data.
- Supporting the CEO to ensure that donor, Board, partner and Senior Management data queries are addressed in an accurate and timely triangulated and well analyzed manner.

El Nashra Media Group

Jan 2018 – Dec 2018

Senior Marketing Officer:

- Developing advertisement presentations and strategy of El Nashra Media Group platforms:
 - **El Nashra:** www.elnashra.com
 - **El Iktisad:** www.eliktisad.com
 - **El Fann:** www.elfann.com
 - **El Sport:** www.elsport.com

- Setup online marketing campaigns, special events and reports.
- Oversee Planning (Media Plans)and execution of all client's campaigns.
- Manage or provide content for our websites or social media pages.
- Research and identify market segments and background check industries.
- Training staff for clients' questions, comments and information.
- Contacting MBU's and setting up meeting to present El Nashra Media Group's marketing mechanisms and to be included in their clients online Ad bookings.
- Outdoor research (Billboards Ads and Construction sites of new real-estates locations)
- Scheduling and communicating the clients for future bookings or annual deals or following up on proposed and approved campaigns and roadshows.
- Clients list updated on daily basis and setting a weekly report of Calls, Meetings, Follow Ups and Deals Closing.
- Setting KPIs on a Monthly Basis for number of Calls and Meetings.
- Communicational skills, customer satisfaction, delegating responsibilities, problem solving, setting a to do list for the coming days and ensuring accomplishment of tasks.
- Building relationships with clients, marketing teams, advertising agencies and selling media advertisements to publishers; scheduling ads with various teams.
- Maintaining accurate client's records (Proposals, launched Ads, invoices, screenshots of posts and future events), always keeping everything documented

United Nations Children's Fund – UNICEF

Oct 2016 – Jul 2017

Winterization Field Officer:

(South Lebanon)

- Managing & Monitoring The Winter Program of 2016-2017 within the South of Lebanon
- Covering both Winter assistant and Officer tasks
- Assisting and guiding the Partners field teams
- Monitoring the assessments for the vulnerable Syrian and Lebanese children in Informal Settlements
- Distributing the assistance for the vulnerable Right Holders (E-cards)
- Evaluating the activities implemented
- Meeting the children and their parents (Focus Group)
- Distributing Fuel for Schools
- Scheduling and Planning
- Meeting and working with the Partners
- Managing and Training the Partners and their field teams
- Event Planning and Promoting UNICEF and their partners (Governmental and Non-Governmental)
- Providing assistance to other programs “Education, Child Protection, Health & Wash ”

- Reporting to the Unicef's Chief of Office of South & Unicef's Chief of FIELD OFFICES in Lebanon (HQ)
- The Winter Assistance was provided to 5587 Children in 2016/2017 in the South of Lebanon
- Consulting and reporting on programs that provide both immediate emergency relief and sustainable local development

United Nations Children's Fund – UNICEF

Nov 2015 – Jul 2016

Winterization Program Assistant

(South Lebanon)

- Monitoring The Winter Program of 2015-2016 within the South of Lebanon
- Assisting and guiding the Partners field teams
- Monitoring the assessments for the vulnerable Syrian and Lebanese children in Informal Settlements
- Distributing the assistance for the vulnerable Right Holders
- Develop Weekly Visit Plans and Monthly Target
- Meeting the Children and their parents
- Reporting to my Officer and Chief of Office
- The Winter Assistance was provided to 3910 Children in 2015/2016 in the South of Lebanon

Developmental Action Without Borders – Naba'a

Jan 2015 – Aug 2015

Field Officer/Project Coordinator:

- Coordinating and Planning the “Manara Arab Network for Children”
- Coordinating the project schedules and meetings
- Write and Review Partners Proposals
- Monitoring & Coordinating the Educational Centers in the Palestinian Camps in South Lebanon: “Ain Al Helwa (Saida), Rashidiyi, Boss, Borj El Shemali (Tyre)”
- Recruiting Teachers and Animators for the Educational Centers
- Developing Children Abilities and Skills
- Managing the Field Social Workers
- Hosting a Children Rights Event and Promoting UNICEF and The European Union in Lebanon, including Press conference and Governmental representatives.
- Events Locations Search
- Preparing and managing budgets for the events
- Conducting a follow up analysis of events
- Reporting to the Deputies Chairman, Partners and Funders.

Terre Des Hommes – Italia

Jun 2014 – Jan 2015

Focal Point and Outreach Worker for Mount Lebanon

- Outreaching in Upper and Lower Chouf – Mount Lebanon
- Door-to-door field visits to House Holds of Syrian Refugees
- Documenting the Pre-registration forms for the vulnerable families
- Assessing, Scheduling and Transporting the families to their Schedule UNHCR Registration interviews
- In-Kind distributions for vulnerable families
- Developing Monthly Visit Plans and sharing with the Head Office
- Reporting to the Field Officer and Program Manager

Art's Sciences & Technology University in Lebanon

2011-2013

Student Marketing Intern

- Collecting Quantitative and Qualitative data from marketing campaigns.
- Supporting the marketing student counselor in daily administrative tasks
- Developing, organizing, planning and promoting a range of large scale events
- Reviewing and sourcing the locations where the event is to be held
- Creating promotional material for the event & distributing it to the target audience
- Preparing and managing budgets for the event
- Ensuring adequate staff are available for the event
- Visiting the schools directors in the area to collaborate on getting high school graduates to enroll in our university with proper financial aid.
- Social Media Shooting the Events “Instagram, Facebook, Snapchat, Linked In and Twitter”
- Post event tasks, managing evaluation form analysis
- Conducting a follow up analysis of events.
- Building good client and sponsor relationships.
- Managing the University’s Website and Direct Mail

ABC Group Franchise

Jan 2010 – May 2010

Rotating Sales:

- Working in 7 Franchised Stores “Tommy Hilfiger, Desigual, Minelli, Maje, Kookai, Caroll & Adolfo Dominguez”
- Rotating between the 7 stores to Boost Sales
- Maintaining the Social Media’s marketing and maximizing effectiveness
- Persuading Communication skills
- Monitoring sales and providing weekly feedback
- Building strong clients relationship
- Training and developing sales skills
- Maintaining the Original Brands visuals in the franchised shops.

Fawaz Holding - Périmètre s.a.r.l

Sept 2009 – Jan 2010

Sales Representative

- Working in 2 shops “Mephisto & Outdoor”
- Approaching browsing customers and initiate conversations to determine buying preferences
- Maintain constant presence on sales floor to address customer needs
- Providing information regarding product manufacturers and popular items
- Rearranging stock, adding signage and retagging merchandise

Education	2010 – 2013	Arts, Sciences & Technology University In Lebanon <i>Business Administration Marketing & Advertising Graduate</i>	<i>Lebanon/Jadra</i>
	2006 – 2008	CMC College (BT) <i>Computer Accounting</i>	<i>Lebanon/Beirut</i>
	1998 – 2006	Maharat International School <i>Middle School</i>	<i>KSA/Jeddah</i>
Personal Data	Nationality :	Cypriot/Lebanese	
	Date Of Birth :	17 th of November 1987	
	Place Of Birth :	Saudi Arabia – Jeddah City	
	Marital Status :	Single	

References Available Upon Request