

Asaad Al Nabti

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Professional Background

Objective

Seeking a full time challenging and growth-oriented position in an organization that offers opportunities for advancement requiring Strong communication, management, and supervision skills.

Profile

Multi-lingual marketing and Advertising Associate with a Masters and a Bachelor of Business Administration and experience in all aspects of Integrated Marketing, Business-to-Business Sales, and Entrepreneurship seeking opportunities to leverage Project Management, Sales, and Communications skills in a marketing or sales role.

Education

American University of culture and education-koura campus 2018
MBA (Masters of Business Administration)

American University of culture and education-koura campus 2016
BBA (Bachelors of Business Administration)
Concentration in marketing and advertising management.

International School Al-koura 2010
Baccalaureate in Economics and Sociology

Skills

Microsoft Office Advanced
Analytical skills
Direct Marketing
Team work
Market Research
Communication skills
Management
Controls
Competitor analysis

Languages

English *fluent*
Arabic *native*
French *conversational*

References available upon request

Owner of concrete and brick factory 2017-Present

Established a family owned business of producing concrete brick rocks.

- Interviewing and choosing among the employees that applied for work.
- Developing and leading all marketing strategies.
- Creating and maintaining customer and supplier relationships.
- Running the day to day operations of the business supervising and mentoring the employees
- Ensuring that the business plan is achieved and sales targets are met
- Ensuring that all employees work in a safe environment and comply with safety measures at all times

Salesman & project supervisor – Najjar Security System (part time) 2013-2016

While completing my degree I supported the sales team in all area of a company's marketing strategy by planning market research, organizing the distribution of literature, helping run new acquisition events.

- Supported the marketing team with its Direct Response marketing campaigns including email, tele-marketing, and promotional events in order to drive qualified sales leads.
- Ran media buying function, booking advertising space with local companies.
- Developed and implemented company's social media strategy.
- Produced and analyzed sales figures, then reporting them to marketing managers.
- Communicated updates to customers and suppliers on daily basis.
- Worked with the sales team to maintain and update pricing.

Site supervisor – A.M Construction (part time) 2011-2016

Reporting to the Director of Construction, delivered projects on time and on plan by working with clients to define project scope, allocating resources, and coordinating staff and sub-contractors.

- Maintained strong communications with clients by evaluating and reporting on milestones, anticipating and resolving design problems, and implementing change orders.
- Ensured projects remained on budget by monitoring project expenditures, identifying variances, implementing corrective actions.
- Kept proximately a 100% accident free on job sites by assessing safety hazards in the workplace and ensuring safety guidelines were met.
- Acted as advocate for the customer by facilitating availability of services and materials, recommending additional repairs, and ensuring project was delivered to expectations.

Team lead – Techshop innovation center 2016-2017

Worked voluntary as a team leader with techshop innovation center alongside a team that worked on a study to check for the feasibility of opening a techshop centers in Lebanon.

Municipality Of Bishmizzine 2014-2018

- Volunteered with the Municipality of Bishmizzine in the committee of natural disasters, working on: waste management and renewable energy programs under the Bishmizzine Clean and Green vision.
- Volunteered with the Municipality of Bishmizzine in the firefighting department.
- Volunteered with the Municipality of Bishmizzine for organizing shelters and providing social support and care for Syrian refugees.

Lebanese Army 2010-2012

I have joined the Lebanese army to serve my country, but eventually decided that I want to pursue my University degree.