



IMAN MAALOUF

EDUCATION

2018 - 2019
Milan, IT

International Master In Multichannel Marketing Management

MIP Politecnico di Milano Business School

- Team Winner of SEO Business Game; developed digital marketing campaigns using market research insights and optimized campaigns performance based on metrics analysis and A/B Testing.
- Successfully developed and presented a thesis project about the impact of social media marketing on increasing brand awareness and reinforcing brand loyalty in the Beauty & Personal Care industry.

2011 - 2014
Beirut, LB

Bachelor of Business Administration

Saint-Joseph University

1995 - 2011
Beirut, LB

Lebanese Baccalaureate; Economics & Sociology

International College

EXPERIENCE

2014 - 2018
Beirut, LB

Marketing and Communications Executive

Avis Rent A Car & Allo Taxi

- Developed strategic email marketing campaigns targeting specific types of customers, increasing the direct bookings by 18%.
- Managed content creation of several social media platforms, focusing mainly on creating engagement.
- Designed and analyzed surveys that helped improve customer service & NPS.
- Managed branding of all Avis branches.
- Conducted pricing strategies for Avis online rates based on occupancy & market analysis, leading to a higher revenue per day, year over year.
- Coordinated with outsourced companies and Assistant GM to organize Gala Dinners for 200+ guests.
- Cooperated in Avis Budget's international system setup. Held responsible for testing it and training all head of departments.

Summer 2013
Beirut, LB

Marketing Trainee

Wild Discovery Travel & Tourism

- Managed content creation of several social media platforms including Facebook and LinkedIn.
- Prepared and analysed reports related to google analytics focusing on several metrics such as visitors, traffic sources and keywords.
- Coordinated in replying to customer's requests through different social media platforms.

ADDITIONAL ACTIVITIES

2008 - 2011
Paris, FR

Community Service

- Volunteered for more than 90 hours at Offre Joie Lebanon and Saint-Vincent de Paul. Helped organize charity events and rehabilitate schools in low-income cities.

April 2019
Paris, FR

Exchange Programs

- Successfully completed an Innovation Management course in Food & Beverage at Toulouse Business School.
- Successfully completed an Insight-Driven Marketing course at EADA Business School.

May 2019
Barcelona, ES

PERSONAL INFO

✉ imanmaalouf@gmail.com

☎ +961 3 310866

🇱🇧 Lebanese - Italian

LANGUAGES

Arabic

● ● ● ● ●

English

● ● ● ● ●

French

● ● ● ● ●

Italian

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IT SKILLS

Microsoft Office Suite (Excel, PowerPoint and Word),
Illustrator, Photoshop & SQL.

DIGITAL SKILLS

Facebook Ads,
Google Analytics & Mailchimp
Email Marketing.

INTERESTS

Badminton, Photography,
Swimming & Traveling.