

ANDREW SADEK (b. 1994)

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Awkar – Haret El Bellene, Metn-Lebanon

WORK EXPERIENCE

Marketing Specialist at Ministry of Food [Classic Burger Joint – Tomatomatic] (February 2019 – Present)

- Event organizer & catering manager
- Managing social media platforms (Facebook, Instagram, Twitter, Zomato, Google Ads, etc)
- Optimizing ads, creating posts, designing visuals & monthly reporting
- Designing menus, flyers, billboards, roll-up banners and all campaign materials

Social Media Marketing Coordinator at Medco Lebanon [Consulting] (July 2018 – Present)

- Managing social media platforms of Medco Sal & Yala Stop (Medco sub-brand)
- Optimizing ads, creating posts, designing visuals, consulting & monthly reporting

Social Media Business Strategist at Softimpact (Sep 2017 – January 2019)

- Managing social media campaigns via Facebook, Instagram, Twitter and other platforms
- Accounts manager, tracking of business/ads manager, studying Business KPI's
- Proficiency in Google Analytics, monthly reporting
- Designing and Creating digital advertisements

Manager/Certified Trainer at Dareen Int. – Pinkberry Lebanon, Alshaya (Nov 2015 - Aug 2017) -

Worked in sales and customer services

- Promoted to a certified trainer which involved training newcomers
- Became branch supervisor in a short period of time and tasks included making orders from suppliers, booking invoices on Gold System

Geocoding Project and Marketing Research - Nielsen Lebanon [Internship] (July 2015 - Oct 2015)

- Collected data online related to surveys were done on Google Earth and researching information and collecting data

Social Media Marketing Coordinator at Libanbel NGO (Sep 2014 - Dec 2015)

- Organized the social media platforms of the NGO, such as posting and publishing content related to creating awareness and tracking KPIs for social media campaigns
- Business/Ads Manager
- Managed project that established visitation rooms in three women's prisons allowing mothers (prisoners) to have regular visits by their children

Writer at Communications Office of Middle East University [Consulting] (Feb 2014 - April 2014)

- Translated articles from English to Arabic and vice versa
- Wrote articles about university activities which were published in print and online publications such as Annahar.

Journalist/Editor/Social Media Controller at Bitajarod Online Magazine (July 2013 - Jan 2015)

- Wrote articles and produced content in Arabic and English related to culture and entertainment
- Managed social media platforms of the magazine which included boosting posts and analyzing insights.
- Worked with various platforms such as Wordpress and gained proficiency in HTML

Counter/Shift Leader at Dunkin' Donuts Lebanon (Aug 2012 - Oct 2013)

- Sales & customer service, leading the team to successful shifts

EDUCATIONAL BACKGROUND

Bachelor of Business Administration at Middle East University (2016)

Concentration: Marketing

Lebanese Official Baccalaureate at Bouchrieh Adventist Secondary School (2012)

Concentration: Socioeconomics

SOFT SKILLS

- Oral and written communication
- Visual communication and graphic design
- Photography and photo-editing
- Teamwork
- Autonomy and ownership
- Commitment to deliverables and deadlines
- Planning and organization/priorities management

COMPUTER SKILLS

- Adobe Photoshop and Illustrator
- Wordpress, and some HTML coding
- Microsoft Office
- Surfing the internet

HOBBIES

- Writing lyrics and thoughts
- Sports
- Photography

LANGUAGES

Arabic (*Native or bilingual proficiency*)
English (*Native or bilingual proficiency*)
French (*Elementary proficiency*)

CERTIFICATES

- Call Center and Customer Service Workshop - Wydner Coaches by Samir Zehil- August 2019
- “Everyday Photography” Certificate at “I Have Learned Academy”, 2019
- Certificate of Achievement, Person in Charge Level 3 Food Safety Training Course, 2017
- Basic Food and Safety Certificate - Dareen International Company, 2016
- Advanced Customer Service Training CS2 – Dunkin Donuts Lebanon 2013
- Best Position Paper Certificate at the Fifth Annual Al Walid GC LAU MUN High School Conference, 2010

REFERENCES

Available upon request