

Fouad Bassam Badaro

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Phone Number: 70 88 20 93 - Email: badarofouad@gmail.com

Place & Date of Birth: Beirut 14/12/1993

OBJECTIVE

Vibrant and proactive individual proficient in streamlining marketing and digital marketing approach to connect with target consumers. Seeking an executive marketing/sales position with a progressive organization to utilize my professional marketing experience in advancing marketing operations.

EDUCATION

- Masters of Business Administration - **Marketing Emphasis**
Lebanese International University (LIU)
- BS in Computer Science
Beirut Arab University (BAU), accredited from ABET.

ABET (Accreditation Board for Engineering and Technology)

- Lebanese Baccalaureate 2010-2011 (Life Sciences section)
Beirut Horj Public High School.

Certifications

- Professional Diploma in Digital Marketing – Digital Marketing Institute **(DMI) Ireland, Dublin (Currently Registered)**
- Google AdWords (Search & Display) Certified - **Google**
- Google Analytics Qualified - **Google**
- Digital Marketing Tools & Strategies Certificate - **Morgan International**

Professional Experience

Eduware

Sales & Marketing Representative – June 2019 (Present)

- Organizing sales visits
- Attending client meetings
- Demonstrating / presenting products
- Achieving sales targets
- Establishing new business
- Maintaining accurate records
- Using an existing network of industry contacts to generate new business
- Effectively maintaining and retaining existing customers by building long-term relationships
- Negotiating contracts
- Reviewing sales performance

Eduware

Junior ICT Trainer - January 2018 (Present)

- Conducting ongoing training for adults
- Evaluating effectiveness of training programs, providing recommendations for improvement
- Developing and organizing training manuals, multimedia visual aids, and other educational materials.
- Developing, organizing, conducting and evaluating training programs
- Analyzing training needs to develop new training programs or modify and improve existing programs
- Identifying the developmental needs of others and coaching, mentoring, or otherwise helping others to improve their knowledge or skills
- Conducting follow-up studies of all completed training to evaluate and measure results.
- Developing effective training materials utilizing a variety of media.
- Creating interactive presentations
- Reviewing and evaluating customer needs and designing appropriate course material

Perception Holding

Digital Marketing | Marketing Executive - From August 2017 to June 2019

- Handling all Marketing Plans and Strategies of the firms in the Holding
- Rebranding and Restructuring the Firms' Identity and Products/Services
- Coordinating with Project Managers to put the Plans
- Social Media Pages Management
- Website's SEO
- Website and Social Media Content Creation

Samana Luxury Travel & Hospitality

Marketing & Media Relations – From April 2016 to April 2017

- Involved in all Marketing planning campaigns in the agency.
- Propose and implement new marketing ideas
- In charge of all digital and Social Media marketing platforms in the agency.
- Web administrator of the official website of the company.
- Coordinate and follow up of all requests received from media.
- Post sale follow up with customers to get feedback.
- Coordinate with products Head regarding market needs and new products.
- Update Product and Marketing Head about new releases products and packages.
- Execute and analyze results of advertisement and Marketing Campaigns

Eduware

Technology Trainer and taking charge of **Community Project** (Extra-Curricular Project for students) and **Computer Fair Project** (Co-Curricular project for students) at Eduware (Technology in Education Firm) - **From September 2014 to April 2016**

Trainer of the Trainers (Teachers): -PC Literacy

-MS Office

-E-book (Eduware e-books)

-TwT (Teaching with Technology)

- 21st Century Skills.

- Internal Training on 'Eduware' Systems.

UNRWA

Social Worker-Data Collector (UNRWA) – Interviewing People.

June 2014

Data Entry (UNRWA)

July 2014

Social worker, concerned in interviewing people to collect data, as well as I was a supervisor and a mediator between the manager of the project and the Data Entries.

LANGUAGES

Arabic	Fluent
English	Fluent
French	Fair

Skills

Planning Skills
Ability to Manage Tasks
Organization
Excellent Verbal Communication
Interpersonal Skills
Intrapersonal Skills

MEMBERSHIPS

- Former Member of the Start Up weekend competition at BAU.
- Volunteer & Chief at Makaseed scout since 2007.
 - Member of Beirut Legation Council - Present
 - Former Chief of El-Farouk Makaseed group
 - Former Chief Assistant of El-Farouk Makaseed group
 - Former Chief of Scout Boys Troupe
 - Former Rover

REFERENCES

- Available upon request