

Sarah François El Howayek sarah.howayek@hotmail.com Age: 24 years		Baabda, Lebanon +961 70 57 27 35
EDUCATION		
2012-2015	Saint Joseph University-IGE <i>BA in Marketing and Advertising</i>	Beirut, Lebanon
2000-2012	Collège Notre Dame de Jamhour <i>Lebanese and French Baccalaureate in Life Sciences</i>	Jamhour, Lebanon
WORK EXPERIENCE		
September 2018-Present <i>First Aid Marketing and Sales officer</i>	Lebanese Red Cross	Beirut, Lebanon
<ul style="list-style-type: none"> Develop strategies and activities to improve the marketing of First-Aid courses in private companies across the country Implement "easy to understand "innovative ways to communicate the importance of First-Aid training to the general public Identify sales opportunities through customer profiling, market research, segmentation and gap analysis Assist with the preparation of annual budgets and interim forecasts 		
January 2018-August 2018 <i>Project Coordinator</i>	N4TC-Hospitality consultancy firm	Badaro, Lebanon
<ul style="list-style-type: none"> Performed extensive market research in order to gather brand insights such as benchmarking, positioning, design, key added value etc. Elaborated media strategies for project launching and sustainable communication: offline/online implementation, logo, psychology of colors (Major clients served: Burj al Hamam, Bkerzay host village) 		
December 2015-December 2017 <i>Media Executive</i>	Magna Global- MCN holding	Sodeco, Lebanon
<ul style="list-style-type: none"> Worked with the client and the account team to understand the client's business objectives and advertising strategy Recommended the most appropriate type of media to use, time spans and locations Media planning and booking, competitive reporting & analysis, undertook data analysis using specific industry software's (Statex, Arianna, X-plan, Dolphin, Brand pulse) Major Clients served: Unilever-Levant, Banque Libano-Francaise, Chili's, BIC, Subway, Indevco, Amour cheese etc.) 		
INTERNSHIPS		
July-August 2014 <i>Worked in 2 major departments</i>	Clémentine SAL	Mtayleb, Lebanon
Client servicing and Media: Insured smooth channeling of the jobs starting off with benchmarking creative briefs etc. Learned how to set up proper media plan including recommended media mix for the audience/budget in hand		
July –August 2013 <i>Worked in 2 major departments</i>	Fawaz Holding-Nexty	Hamra, Lebanon
Merchandising and promotion: executed presentations for retail in-stores in order stimulate the interest of the customers so the targeted sales can be achieved. Studied the promotional mix specificities, plan and new product acceptance (Major clients served: Pernod Ricard portfolio, Absolut vodka, Chivas Regal)		
COMPUTER SKILLS		
Microsoft Office: Microsoft Word, Microsoft Excel, Microsoft PowerPoint. Graphics and animation: Adobe Image Ready. Photo Editing: Adobe Photoshop, In-Design		
HOBBIES AND INTERESTS		LANGUAGES
Acting, reading and travelling Member in the children cancer center (CCCL)		Arabic: mother tongue - French: fluent English: proficient - Spanish: intermediary

