



# JENNIFER AYVAZIAN

## MARKETING STRATEGIST

I am a 22 year old professional with a love for strategy, implementation and event coordination and management.

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## EDUCATION

**American University of Beirut, Olayan School of Business (2015 - 2018)** – BBA: Business Administration, Emphasis in Marketing, GPA: 3.2

**Hripsimiantz College, Fanar (2000 - 2015)** – Lebanese Baccalaureate: Sociology and Economics. Graduated with distinction, top of my class.

## EXPERIENCE

### Lufthansa Group

**Marketing Management for Lebanon and Jordan (May 2018 - Dec 2019)**

- Planned yearly activities with respective budget allocations, basing them on sales focus topics.
- Handled all local communication material to Travel Agents and Corporate Customers.
- Hosted and organized events/workshops/seminars in order to strengthen brand presence.
- Actively implemented new ideas to spice up Lufthansa Group B2B platforms.
- Transmitted Account Managers' market inputs into activities in efforts to push and promote sales.
- Selected as Regional Presenter App editor to edit and translate presentations for Lebanon, Jordan, Egypt, Tunis, Algeria and Morocco.

**New Business SME Manager for Lebanon and Jordan (May 2018 - August 2019)**

- Spotted and generated new leads from various channels such as corporate databases.
- Used own initiative and skills to entice the client to join Lufthansa Group's corporate travel program.

- Monitored and analyzed account activity and customer behavior.
- Established and maintained strong corporate relationships and acquired customer loyalty.
- Selected to be a Social Selling star to use LinkedIn as a sales tool.

### Fattal Group – KFF UD FoodService

**Sales and Marketing Intern (July 2017 - August 2017)**

- Conducted market studies on Heinz, Unilever, McCain and Chateau Faqra products.
- Worked on McCain and Heinz brand management and prepared action plans and rebates.
- Awarded Intern STAR Award by AUB for outstanding performance.

### Dance Factory

**Part Time Dance Instructor (March 2017 - present)**

- Managed all level classes, choreographed routines and taught both kids and adults on a timely manner.

## SKILLS AND LANGUAGES

- **Language skills:** Arabic, Armenian (Native) English, French (Fluent) Italian (Beginner)
- **Computer skills:** Proficient at Microsoft Office and Adobe Acrobat Pro.

- **Soft skills:** leadership, presentation and public speaking, communication and interpersonal skills, negotiation, excellent attention to detail, punctual, team player, fast learner.

## EXTRACURRICULAR ACTIVITIES

**L'Oreal Brandstrom Finalist (2018):** Team was among top 10 finalists in Lebanon.

**AUB Outdoors (2017 - 2018):** Entertainment Stage Sub-team leader.

**AUB Cheerleading (2017 - 2018):** Actively trained & cheered with the team for football games.

**AUB Business Students Society (2015 - 2018):** Helped organize events such as the annual BSS Euro trip & Fashion Show.

**Antranik Antelias Scouts Movement (2013 - 2015):** Assistant chieftain of the "brownies" scouts. Lead a group of girls aged 7-12.

**Lebanese Red Cross (2015):** Acquired first aid training.

**GC-LAU-MUN (2013 - 2014):** Represented my high school and completed the training sessions.