

# Anwar Elias Raad

Address: Hazmiyeh, Beirut, Lebanon - Mobile Number: +96170565106 – Email ID: anwarraad1@gmail.com

## **Personal Information**

Nationality: Lebanese

Date of Birth: 25/3/1989

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## **Education**

La Sagesse University, Beirut, Lebanon 2014-2016

BA- Marketing

- Projects in: Integrated marketing communication, marketing services and business communication.
  - Elective courses included: Italian language and psychology.
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## **Work Experience**

***Social Media Executive- CARMA International***

***Beirut, Lebanon***

***April 2017 – July 2019***

- Monitoring, translating and evaluating different Social Media posts, Tweets and comments for different sectors in the GCC area (NGOS, airlines, government entities, automotive industry, entertainment, electronics and fashion).
- Preparing monthly/daily reports concerning data retrieved in the monitoring phase with different criteria (country, gender, number of followers, and perception of the post, date, synopsis, translation and category) on Excel and PowerPoint.
- Monitoring RTA-Real Time Alerts (live monitoring) with different sectors using listening tools which helped in crisis management, risk management, and customer support.

***Marketing Intern- Morgan International***

***Beirut, Lebanon***

***June 2016- August 2016***

- Preparing a competitors' report.
- Performing mystery shopping.
- Analyzing markets across the GCC for product integration purposes.
- Supporting the products launching.
- Contacting potential candidates for the different programs that the company had to offer through LinkedIn across the GCC.
- Supporting the marketing team with the company's blog articles and social media.

***Student/Worker- La Sagesse University***

***Beirut, Lebanon***

***October 2015 - February 2016***

- Supporting the secretary of the faculty.
- Dealing with students' paperwork.
- Managing students' files.
- Mainly assisting the personnel in the secretary's office and in the accounting department.

***Worked Reception- Clerk Hotel Garden Tower***

***Antelias, Lebanon***

***October 2014- October 2015***

- Handling guests reservations.

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- Managing the relationship with repeated guests.
  - Managing the welcoming team.
  - Reporting occupancy data.
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## **Languages**

Arabic: Native.

English, French: Fluently spoken, read and written.

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## **Computer Skills**

Microsoft Office: Excel, Word, Power Point.

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## **Hobbies/Interests**

Sports, music and reading.

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## **References**

Available upon request.