

# CARMEN MARIA BARBOUR

Kfarchima, Lebanon

Lebanese - American

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## Education

### **American University of Beirut**

June '17

Bachelor of Business Administration – Marketing

- GPA: 3.40 /4.00
- Honor's List: Fall 2014

### **Lebanon Evangelical School (LES) – Baabda, Lebanon**

June '14

Lebanese Baccalaureate - Sociology and Economics

## Experience

### **Brainstorm S.A.L – Sodeco, Lebanon**

May '18– Present

In-house creative agency catering to a chain of restaurants and Empire Cinemas.

*Marketing Executive – Le Sushi Bar, Al Falamanki, Don, Mario e Mario, and Mariolino*

- Managing social media portals and promotions based on strategy
- Communicating with followers, responding to queries, and monitoring and replying to guest reviews
- Handling Zomato, Trip Advisor, Google for Business, and Toters from A-Z
- Handling market research and comparative analysis when relocating, modifying the restaurant concept, opening a new restaurant, and coming up with new campaigns, such as delivery or offers
- Creating and proofreading menu content and structure
- Training restaurant staff members on restaurant identity communication with guests, in addition to proper menu and concept explanation
- Planning events and covering them online, such as CSR, PR, and restaurant openings
- Briefing and liaising with designers and monitoring photoshoots along with content producers
- Participating in brainstorming sessions and developing marketing campaigns that meet objectives

### **Kunhadi – Hazmieh, Lebanon**

Nov '17- Apr '18

Road Safety NGO dedicated to raising awareness among youth and introducing a new culture of safe driving.

*Communication Coordinator*

- Produced publications and news releases about new activations and daily updates
- Managed social media calendar, promotions, and communicating with followers
- Handled website design and content
- Researched road safety news and updates to stay up to date on all platforms
- Handled and followed up on meetings with advertising agencies
- Edited visuals and created videos for social media to promote safe driving
- Handled event communication such as Taxi Night, Mother's Day TVC, and Save The Night TVC

### **STEP Group – Gemmayzeh, Lebanon**

July '17

A leading digital and new media company in the Middle East with a house of modern news and entertainment brands.

*Marketing Intern - Step Conference*

### **AC Holding (Samsung CTC) – Dbayeh, Lebanon**

June '16 – Aug '16

Authorized distributors of Samsung Consumer Electronics in Lebanon.

*Marketing & Logistics Intern*

## Skills

**Languages:** Fluent in English and Arabic, with basic knowledge in French

**Computer Skills:** Microsoft Office Word, Excel, and PowerPoint, and basic in Adobe Photoshop and iMovie

**Courses Taken:** Digital Marketing, Consumer Behavior, and Marketing Communications