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# BASSAM ALWAN

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**Strategic Marketing | Business Processing | Lean Management | Change Management | Business Strategy | Continuous Improvement | Value Stream Mapping | Strategic Planning | Operational Excellence | Vision, Strategy, and Execution | Network Planning and Implementation | Personnel Management | Process and Procedure Development | Time and Resources Optimization**

Highly motivated and adaptable International Business professional with a strong history of marketing, operations, and business management strategies that increase company profits while controlling costs. Adept in all marketing processes, along with competitive analysis, categorized planning, new product introduction. Proficient in strategic marketing and business operations with a record of accomplishment that improves sales.

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## WORK HISTORY & ACCOMPLISHMENTS

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September 2019- Present. **CFI, Lebanon.**

**Customer Value Management Marketing Specialist to MTN Afghanistan.**

- Designed and executed campaign strategy in line with client's business requirements.
- Owned the campaign plan and scheduling of relevant campaign activity.
- Mapped customer journey flows across the end-to-end campaign experience support ad-hoc campaign related requests from client
- Managed ongoing live campaign and report on key campaign metrics.
- Performed campaign audits to ensure campaigns are running efficiently.
- Coordinated with cross functional to ensure delivery of agreed milestones. Build strong relationships and act as a key point of contact.
- Contributed to the development and execution of client account management.
- Ensured invoicing in triggered on-time by finance team.
- Conducted workshops with client's marketing team to understand market dynamics and client's marketing strategy.
- Generated various reports on campaign results, performance, and operation.

May 2018 – September 2018. **Geolytix London, UK.**

**Business Consultant Intern.**

### **Accomplishments:**

#### **Business Marketing & Management Analysis**

- Identified new market opportunities, competitive analysis, forecasting, and work with marketing leadership to ensure a seamless transition from lead generation to the sales opportunity.
- Articulated a global marketing strategy to address the company's (Geolytix, London) promotion across all three areas of business, services, datasets (UK/Europe), and the new App which is being currently testing, as well as recommended the name of the Application.
- Discovered and proposed marketing low cost solutions which suited the company's objectives.

- Informed management and made recommendations to resolve critical issues and constraints.
- Established and defined short and long-term objectives and facilitated planning activities through effective people skills to gain buy-in, resolved issues and maintained goal achievement.

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## EDUCATION

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KINGSTON UNIVERSITY, London, UK  
**Master's Degree in International Business (Marketing and Project Management)** | January 2019

LEBANESE AMERICAN UNIVERSITY, Beirut, Lebanon  
**B.S. in International Business** | December 2016

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## EXTRA-CURRICULAR ACTIVITY

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- **SYV Group, Volunteer:** Led successful activities and campaigns to raise awareness in communities.
  - **Tutoring Volunteer:** Private tutoring for Syrian refugees in math and sciences subjects.
  - **Marathon Beirut, Volunteer:** Helped in the management of the start line at gates, stations, help desks...
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## SKILLS

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**Languages:** Arabic(native), English (Fluent), Portuguese (Beginner).  
**Computer:** MS Word, Excel, PowerPoint, Internet.  
**Research:** SPSS, Primary and Secondary Research Analysis, Large data handling.