

TALA HABR

Lebanese | Beirut

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EDUCATION

Jun 19 **LEBANESE AMERICAN UNIVERSITY (LAU). Accredited by NYU**
BA in Architecture

Jun 14 **COLLEGE LOUISE WEGMANN**
French & Lebanese Baccalaureate (Mathematics) & High School Diploma, High Honors

PROFESSIONAL SUMMARY

Passionate professional having pursued opportunities within and beyond architecture, that have served to develop key skill sets and allowed me to gain a realistic view of the demands and challenges of the business world. Strong believer that calm demeanor under stress and cooperative attitude contribute to team success. Solid customer relationship and communication skills with ability to build on credibility and gain customer respect and trust.

PROFESSIONAL EXPERIENCE

Aug 19- Present **HOPSCOTCH MIDDLE EAST | BEIRUT**
Marketing and Sales Executive

- Analyzed the market positioning of a multi-national skin care company and proposed a rebranding strategy to cater the client's needs
- Increased monthly revenue by 5% by leveraging existing clients and maximizing their potential income
- Prepared and pitched branding proposals to local and international prospects
- Acquired 4 regional clients through cold calls and existing network

Jun 18 –Aug 18 **IDEA CONSULTANTS | BEIRUT**
Architecture Intern

- Produced preliminary architectural designs for a large-scale residential building in Nigeria for an architectural consultancy boutique serving the African and Middle Eastern markets
- Teamed with senior management to design cost-efficient housing unit modules
- Nurtured relationships with clients to understand and meet design requirements
- Liaised with varying departments to produce feasible and effective design results

Jun 17 – Sep 17 **DYNAMIC INTERNATIONAL MARINE SERVICES | DUBAI**
Sales Intern

- Organized logistics for rental of two vessels by one of the largest oil and gas companies in the UAE
- Prepared reports, correspondences and legal documents
- Assisted in pricing and delivery terms negotiations with suppliers

Jun 15 – Jul 15 **W. SALAMOON & SONS JEWELRY | BEIRUT**
Marketing Intern

- Joined the marketing team of a large jewelry house operating in Beirut and London helping achieve smooth operations
- Curated content and managed the brand across social media platforms
- Worked on copywriting and created campaigns attaining 10% more reach
- Created campaigns while monitoring their effectiveness and remaining within budget

LEADERSHIP

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| <i>Certificate</i> | <ul style="list-style-type: none">• Google The Fundamentals of Digital Marketing• New York Film Academy Acting Certificate, received an intensive education in performing and visual arts |
| <i>Business</i> | <ul style="list-style-type: none">• Entrepreneurship & Creativity Club, LAU Co-Founder |
| <i>Social</i> | <ul style="list-style-type: none">• College Louise Wegmann Class Representative (7 Years) |
| <i>Volunteering</i> | <ul style="list-style-type: none">• Ajjalouna NGO Team Leader• Lebanese Marathon for Lebanese Autism Society Two-Time Participant |

SKILLS

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| <i>Languages</i> | <ul style="list-style-type: none">• Fluent in English, French & Arabic (daily use; language certification: IELTS) |
| <i>Technical</i> | <ul style="list-style-type: none">• Access, Visio & MS Office Suite |