

FAYAD HALA - Gabonese, Lebanese - April 8, 1994
Mobile: (70) 651923 – E-mail: halafayad08@gmail.com

OBJECTIVE

Using the knowledge I know, in Management & Marketing, in practical work situations while gaining a teamwork experience within a reputable organization.

EDUCATION

2015-2017	ESA Business School – Masters in Management & Marketing
2012-2015	Université Saint Joseph - License in Business and Management
2004-2012	Lycée Franco-libanais Verdun - Baccalaureate II (French)
2003-2004	Gros Bouquet II - Gabon (Libreville)
1997-2003	Jean de la Fontaine - Gabon (Libreville)

PROFESSIONAL EXPERIENCE

April 12th 2018 – Till date

ABC S.A.L

Marketing - CRM and Market Research

In charge of the CRM operations
Update of the Database
Processing of the Loyalty Cards
Manage CRM Material Stock
Handling Customer Service's day to day requests
Manage & Follow-up on ABC Partnerships
Monitoring promotions
Pulling specific data lists upon requests
Prepare reports and assessments upon requests

December 12th 2017 – February 7th 2018

CARMA

Social Media Executive

September 14th 2016 – December 14th 2016

MUREX

Human Resources

Maintaining Employee Files
Updating Data Base
Following New Recruits' Files
Reporting Leaves

July 18th 2016 - September 9th 2016

BANK AUDI

Human Resources

Maintaining Employee Files
Updating Data Base
Following New Recruits' Files
Reporting Leaves

May 1st 2016 – July 15th 2016

AIR FRANCE

Marketing & Commercial

Establishing First Class Customers' Data Base &
First Class Customers' CRM

September 2014 – February 2015

ESMOD Beirut

Management - Assistant secretary

Regular monitoring
Research on new events

August 2014

STARCOM Beirut, Advertising agency

Digital Marketing

Digital planning
Social media management

July 2014

LEO BURNETT Beirut, Advertising agency

Marketing - Public relation

Daily researches
Follow up with the media
Teamwork on a campaign

SKILLS

Microsoft office programs (Word, Excel, Power Point, Access)

Languages: French, English, And Arabic

References available upon request