

## Alexandra SAWAYA



Age : 25 years

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Dbayeh- Beirut- Liban

Driving license

I've been passionate about marketing since the beginning of my curriculum. I am proud to have managed my studies with good results and satisfied for the knowledge I was able to acquire. I am grateful for the professional opportunities that I occupied with success. Today, my goal is to support your company through my expertise and knowledge in the field of marketing and communication. As well, I am willing to do whatever it takes to achieve your goals and chase my dream.

### LANGUAGES

English ● ● ●

French ● ● ●

Arabic ● ● ●

### COMPUTER

Power Point Word Excel

Outlook Social Media

Campaign monitoring Platform

### SKILLS

Innovation / Business Planification

Future Vision / Business Insight

Tactical Thinker / Two brained

Converse with Technology

Customer concerned - relationships

Passion / Personality / Courageous

Excellent phone & communication skills

Diversity in Functions / business leader

### EXTRA-ACTIVITIES

Professional Dancer (2001 - Present)

- Cheerleading Coach at University Saint-Joseph
- Competing at international (UAE, Egypt, Jordan, Spain, Greece, Turkey, Nigeria)

Chieftain Scouts

### INTERESTS

-Travel

-Swimming

-Piano

-Nature and Adventure (I love exploring nature via hiking, camping and scuba diving)

## Marketing Executive



### Experience

#### Trade & Marketing Executive

Madi International S.A.R.L.

Dbayeh-Beirut

- Responsibilities:** Organizing events, seminars & Open days, Execute strategic trade marketing plans, POSM, catalogues, communication, media & PR plans, handle 9 brands based on brand strategy and positioning, conduct market research studies and inventory analysis, identify product movement, excess stock and set plans accordingly.

- Acquired skills:** Negotiations, merchandising, commercial awareness, work to deadlines, solve problems, interpret complex information

**MADI**  
international Dec 2017 – Present

#### Junior Marketing Executive

Admic S.A.L.

Dora-Beirut

- Responsibilities:** Organizing events and product exhibitions, promotional activities, monitoring performance, Organizing and oversee advertising/communication campaigns (social media, TV, Radio), Conducting market research and analysis to evaluate trends and competition ventures, Collaborate with managers in preparing budgets and monitoring expenses.

- Acquired skills:** Analysis, Creativity, Adaptability, Good organization and planning skills, Communication, Good Teamwork, IT skills.

**CITYMALL** Aug 2016 – Dec 2017

#### Community Manager

Absolutely Digital

Dbayeh, Beirut

- Responsibilities:** Implement new marketing strategies to increase engagement and traffic on the pages; Social media pages (Twitter, Instagram, Pinterest and Facebook) posts and contents; Content marketing; Community engagement, Measurements and follow-up; Fan building.
- Acquired skills:** Shutterstock, Photoshop Adobe, and Excellent writing skills in different languages.

**ABSOLUTELY DIGITAL** Mar 2016 – Aug 2016

#### Media Internships

Initiative

- Proofreading advertisement content before release
- Evaluating the effectiveness of campaigns in order to inform future campaigns
- Monitoring the campaigns
- Conduct competitive reports

**initiative** Jan 2016 – Feb 2016

Carat Mena

- Liaising with the creative agency team, clients and consumers to develop media strategies and campaigns
- Making decisions on the best form of media for specific clients and campaigns
- Working with the client and the account team to understand the client's business objectives and advertising strategy
- Undertaking research and analyzing data using specialist industry resources: Ipsos

**Carat** Oct 2015 – Dec 2015

Impact BBDO, IB2 Division

- Write creative and well-designed briefs
- Conducted an in-depth market study regarding the effect of television commercials on audiences from different age groups

**IMPACT BBDO** July 2014 – Sept 2014

Optimum Media Direction (OMD)

- Developed competitive reports
- Prepare TV/Radio/Newspaper plan
- Post-deployment monitoring and supervision of advertisements in various advertising mediums

**OMD** June 2014 – July 2014



### Education

Master's degree in Marketing Communication & Digital

IAE, Grenoble, France

2017

Master's degree in Marketing & Communication

University Saint-Joseph, Beirut, Lebanon

2015 – 2017

Bachelors in Business and Management

University Saint-Joseph, Beirut, Lebanon

2012 – 2015