

# Karim DAHDAH

EM Lyon graduate

## ACADEMIC BACKGROUND

**EMLYON BUSINESS SCHOOL,**  
Msc. in management, Grande  
Ecole  
*Lyon, France*  
2016-2019

**UNIVERSITE SAINT JOSEPH  
DE BEYROUTH (USJ),**  
Ba. of business management  
*Beirut, Lebanon*  
2012-2016

**COLLEGE NOTRE DAME  
DE JAMHOUR (CNDJ),**  
Scientific French Baccalaureate  
*Jamhour, Lebanon*  
graduated in 2010

## CERTIFICATES

- Unow's "Vis ma Vie de Développeur Web" **Intro to web development certification**
- Google's **Adwords Fundamentals and Adwords Search certification**

## COMPUTER PROGRAMS & LANGUAGES

Microsoft Pack Office, HTML and JAVA script

## LANGUAGES

English, French, Arabic

## RECENT MARKETING WORK EXPERIENCE

**Fédération Française Handisport,**  
*(Sports federation for people with physical and sensory disabilities)*  
*Paris, France / Feb - Jul 2018*

### **Sponsorship and Partnership Assistant Manager**

- Conducted an audit of the federation - SWOT analysis.
- Reshaped commercial procedure and sponsorship strategy.
- Created a complete guide to marketing tailored for the federation intended for sports directors with no marketing background to give them the tools to create their own marketing strategy.

**Leo Burnett advertising agency,**  
*Beirut, Lebanon / May - Jul 2017*

### **Assistant planning Manager**

- Conducted in team, an advertising campaign for bank Audi, targeting the youth of Lebanon.
- Lead Competitive reviews, wrote creative briefs, and extracted insights from market research findings, mainly for P&G brands, for the Lebanese, Saudi, Egyptian, Filipino, and Russian markets.
- Built Case studies to apply for awards such as Cannes Lions or Effies.

## INTERESTS

### **Music pedagogy**

**International College (IC) / Beirut & Ain Aar, Lebanon**

- Elementary music teacher substitute / Sep - Nov 2019
- Middle school band coach / May 2019 - Present

### **Voluntary work**

#### **IRAP & Ordre de Maltes**

Summer camps for the physically and/or mentally impaired.  
2005 - 2016

#### **Focolari**

Got to be part of a gathering of more than 20 countries in Coimbatore, India, to take care of families in need, and share experiences with them. / 2009