

Mehdi El Seblani

Business Development Executive

Beirut, Lebanon
+961 78 807 711
mehdi.elseblani@gmail.com
mehdi-el-seblani

WORK EXPERIENCE

DIGITAL MARKETING FREELANCER

Part-time

- Analyzing market trends across clients' industries
- Developing social media strategies and targeted ads/campaigns
- Creating content (posts/stories)
- Client portfolio includes: Avène, Sunrise Group Kinshasa (CityMarket, Zoogles, Roots), Dip N' Dip Lebanon

Beirut, Lebanon
Nov. 2019-Present

STUDYPEDIA

Business Development Executive

- Managing client cases and providing career guidance
- Signing agreements and partnerships with universities abroad
- Conducting market research on foreign markets (Qatar, Syria) with potential entry opportunities
- Training interns and part-times

Beirut, Lebanon
Sep. 2019-Present

THE NEXT WEEKEND

Co-Founder

- Responsibilities:** Building the website, developing social media accounts (Facebook, Instagram), creating content, developing the business model and the social media strategy, hiring a small operations team (for on-site jobs) and setting the budget plan.
- Achievements:** Organized 5 camps for kids (aged 10-15) and 25 guided tours for tourists visiting Lebanon (historic sites and eco-tours).
- Learning outcomes:** Developing skills in sales and communication, handling multiple functions simultaneously (accounting, operations, business development, marketing and human resources), enhancing market research skills on foreign and local markets, working in a highly stressful environment.

Beirut, Lebanon
Jan. – Sep. 2019

STUDYPEDIA

Business Development Officer

- Sales & recruitment:** Recruiting students seeking to study abroad, managing their cases and guiding them through their major choices and career plans as seen fit for their profile. Achieved 150% of annual sales target.
- Case management:** Managing 50 student applications per season
- Conferences:** Participated in 3 international fairs held in Budapest, Dubai and Istanbul

Beirut, Lebanon
Jan. 2018 – Jun. 2019

EDUCATION

LEBANESE AMERICAN UNIVERSITY (LAU)

Bachelor of Science (B.S.), Marketing

- Business Major GPA: 3.3/4.0
- Key marketing courses: Marketing Strategy, Market Research, Integrated Marketing Communications, International Marketing, Consumer Behavior, E-Marketing

Beirut, Lebanon
Sep. 2014 – Dec. 2017

DEUTSCHE INTERNATIONALE SCHULE

Lebanese Baccalaureate II, Life Sciences

Beirut, Lebanon

EXTRACURRICULAR ACTIVITIES

- IEAC Certified (Irish Education Agents Course)**
Issued by the ICEF (International Consultants for Education and Fairs)
Feb. 2019
- Captain of the LAU Handball Varsity Team**
Competed in local and international tournaments (Rome, Madrid, Belgrade).
Sep. 2017 – Jun. 2018
- Member of the LAU Handball Varsity Team**
Participated in a total of 8 international and local cups, and 4 varsity leagues
Sep. 2014 – Jun. 2018
- Operation Big Blue**
Volunteer, raising awareness towards using environmentally friendly products and relying on eco-friendly home materials and tools.
Jun. 2017 – Sep. 2017
- Freelance Travel & Tourism consultant (via TourHQ)

LANGUAGES

- Arabic: Bilingual proficiency
- English: Bilingual proficiency
- German: Limited working proficiency

SKILLS

- Microsoft Office (Excel, PowerPoint, Word), Adobe Premiere Pro, Facebook Ads Manager, Canva, Wordpress
- Sales, Negotiation, Public Speaking, Team Management, Digital Marketing, Customer Service, Content Creation, Education Counseling