

RENÉE NICOLE NASSIF

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Eight years of experience in small business marketing, project coordination, digital media marketing, sales, account management, and strategic planning. Excellent leadership, interpersonal, organizational and problem-solving skills

EDUCATION

Master of Business Administration in Marketing

American Military University | Charles Town, WV | Expected June 2018

Bachelor of Science in Digital Media Design

Lebanese American University | Lebanon | June 2011

EXPERIENCE

Interactive Strategist | Creators Council, 2013-Current

Developed innovative proposals, conducted research and implemented creative digital strategies for diverse industries and various target audiences through online advertising, branding concepts and social media marketing. Negotiated and outsourced supplier fees, agency rates and service contracts.

Digital Account Executive | Brandon Agency, 2014-2015

Created client contracts, proposals, strategies, retainer packages and creative briefs. Managed and recruited team of mobile/web developers and social media managers. Improved internal company operations by implementing a self-hosted CRM system, a project/task management and invoicing software.

Assistant Creative Director | Ema Savahl Designs Miami, 2012-2013

Collaborated with web developers and CMS database admin to improve quality of e-commerce and consumer purchasing experience. Recruited production team, photographers and stylists for concept implementation. Worked with PR firms to increase brand recognition. Improved catalogue branding which increased sales by twelve percent in three months.

Cosmetic Stylist Sales Manager | Makeup Forever Paris-Beirut, 2006-2011

Conducted product demonstrations and training. Exceeded sales goals and earned maximum bonus for five consecutive years. Managed spa on weekends and trained staff. Developed and delivered high impact presentations to a variety of clients. Sold personal makeup services to clientele with superior customer service. Achieved Stylist Certification in 2007

ACCOMPLISHMENTS

Volunteer for United States Department of State | VSFS Award of Appreciation, 2017

Collaborated with the Director of Digital Services of the U.S. Performance Improvement Council for digital projects.

Nominee for Mobile App Concept | Webit Congress Istanbul, 2014

Directed digital team to develop a mobile application concept for events and created a strategy to produce revenue.

Assistant Chef & Social Volunteer | Piccolo Chef & Italian Ministry for Economic Development, 2013

Collaborated with celebrity chef and closely worked with adolescence to promote healthier lifestyles in low-income households and under-developed environments.

PROFESSIONAL DEVELOPMENT

Women's Business Center VEDC Los Angeles: Entrepreneurial Training Series 2015, Payroll Tax Seminar 2015, Business Essentials Workshop 2015, Strategies for Business Survival Seminar 2015, Access to Capital Workshop 2015, Social Media Marketing Training Series 2013

Google Analytics Academy: Digital Analytics Fundamentals Certificate 2013

Florida Women's Business Center: Navigating the World of Credit & Debt 2012

AFFILIATIONS

Member of the International Honor Society for Business, Management and Administration | Sigma Beta Delta

Member of the National Honor Society for Marketing | Mu Kappa Tau

References available upon request.