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**EDUCATION**

**2019 Seminar:**

“Mindfulness at Work” by Mr. David Matta.

**2018 Seminars:**

“Accessing Our 7 Greatest Powers”, by Dr. John Demartini.

“The sitting ducks” Negotiation program, by Mr. Samir Zehil.

“The Shepherd Program” Full coaching for managers, by Mr. Samir Zehil.

“Sell baby sell” Selling skills, by Mr. Samir Zehil.

“Mental Candy” Causes of negativity, positivity, and stress, by Mr. Samir Zehil.

**2019 Google**

Fundamentals of digital marketing course called “Maharat Min Google”.

**2011 - 2012 Lebanese American University**

- Teaching Diploma Degree.
- GPA: 4.00/ 4.00.
- Nominated for the Lebanese American University President’s Award.

**2010 Lebanese Central Bank**

- Training Certificate at the Lebanese Central Bank.

**2004 – 2006 Lebanese American University**

- Master Degree in Business Administration.
- GPA:3.92/4.00.
- Awards: Graduated with High Distinction.

**2001 – 2004 Lebanese American University**

- B.S. in Business Marketing.
- GPA: 3.82/4.00.
- Awards: Graduated with High Distinction.

**1999 – 2000 Beirut Baptist School**

- Lebanese Baccalaureate.

## **WORK EXPERIENCE**

**2019 – Till present    Maximize Co.**

- **Position:** Senior Marketing Consultant

**Duties:**

Identifying clients' needs , target market, strengths & opportunities, threats & weaknesses, competition, & their marketing strategies, evaluating the way they operate their business & marketing ,return on investment in digital media if there is any... Then , in collaboration with our headquarter in New York besides our team in Lebanon we tailor their digital media marketing strategies accordingly that guarantees the improvement of their business & return on investment within 60-90 days.

**2017 – 2018    The Concept**

- **Position:** Freelance Blogger

**Duties:** Write, edit, and post the content on the website.

**2012 - 2017    International Printing Company**

- **Position:** Market Research

**Duties:**

- Representing IPC in Beauty World Middle East and Gulf Food Exhibitions in Dubai, to expose the high-end of folding carton boxes that add value to their products.
- Conducting market research and finding out market needs, also contributing with R&D to get special equipment and material to meet market satisfaction, which resulted in adding several global clients and increase in sales from up to 30% in 4 years.

**2011                Beirut Baptist School**

- Practice Teaching Training as a Teaching Diploma\_requirement.

**2004-2010        Blue Waves, Retail Shop**

- **Position:** Marketing, Financial, Procurement, and Sales Manager.

**Duties:**

- Conducted customer/market research to identify & conceptualize on unmet target market needs.
- Identified opportunities as well as cost-effective methods to rapidly increase traffic, words of mouth referrals, customer satisfaction & loyalty.
- Increased traffic by 20% through efficiently improving site visibility, revenue per hour, up-selling, cross-selling shoulder by shoulder, & working on man power.
- Introduced key performance indicators (KPI) to reflect the main factors that affect the operations, and to understand the business strengths, weaknesses, opportunities, threats, changes, & challenges. Such KPI's are: Unit Per ticket, Average Price, Average Basket...
- Planned marketing strategies to meet the trends & wants of our target segment, such as: developing & launching direct marketing campaigns, catalogs, billboards, sending phone messages informing customers about new arrivals, new lines & sales discounts or promotions.
- Purchased and sold merchandise (clothes, shoes, accessories and swimming suites) as well as supervising salespeople.

**2004-2006      Lebanese American University, Business School**

- **Position:** Graduate Teaching Assistant.  
**Duties:** Conducted research, prepared exams & exercises as well as recommendation letters, and presented lectures.

**2002-2004      Lebanese American University, Guidance Office**

- Position:** Undergraduate Assistant.  
**Duties:** Supported students with course registration & guiding material, organized events.

**COMPUTER SKILLS**

- Excellent knowledge in Microsoft Word, Excel, and good knowledge in PowerPoint.

**LANGUAGES**

- English: Advanced
- Arabic: Advanced
- French: Moderate