

# MAJDELYNNE MAHROUM

**Telephone:** (+961) 03 123 175

**Email:** majdelynne.m@gmail.com

**Location:** Beirut

---

## EDUCATION

### MSc. Business Development

2014 – 2017

Grenoble Ecole de Management, Grenoble (France)

**Thesis Topic:** Big Data: The Impact on Consumer Decision Making (Evidence from Amazon.com)

### B.S. in Business Marketing

2004 – 2009

Lebanese American University, Beirut (Lebanon)

---

## PROFESSIONAL EXPERIENCE

### Founder & Manager – The7thavenue.com

2018 - Present

- Conducted marketing research to identify industry trends and opportunities
- Formulated business plan with emphasis on growth, customer retention & customer service
- Developed a marketing strategy according to objectives, utilizing different social media platforms including e-mail marketing
- Source products through finding retail factories & wholesalers which private label
- Formulated the website UX & UI to insure a smooth navigation and usability
- Monitored competitors activities and followed industry trends
- Knowledge in Shopify, eBay, and Amazon FBA.

### Business Development Consultant – VERENA & Co., Grenoble (France)

2014 – 2015

- Analyzed the brand positioning in the South Korean market and crystalized targeted consumers insights.
- Translated brand strategies into brand plans, brand positioning and go-to-market strategies
- Assisted with product development, pricing as well as developing new business opportunities
- Evaluated company's competition and its competitors, analyzed company's business practices

### Product Development – AL-FAKHER CHOCOLATE FACTORY, Jeddah (Saudi Arabia)

2011 - 2014

- Engaged in research as in regards on how the company can improve in its product, developed new business models for the company and prepared recommendations based on research that had been carried out
- Evaluated and resolved technical feasibility, design optimization and product issues
- Monitored existing client base and industry developments, and vendor strategy

### Customer Service Rep. / Account Executive – MEDGULF INSURANCE, Beirut (Lebanon)

2009 - 2011

- Reviewed insurance applications / proposals, gathered client information, handled underwriting and ensured completion of documentation for motor vehicle / general insurance (non-life insurance) policies.
- Managed underwriting for general insurance policies, assessed medical information and existing ailments of applicants
- Assisted clients in selecting the most suitable insurance policies and provided financial planning advisory.
- Provided excellent customer service, responded to client queries and inquiries promptly and processed service requests (payments / endorsements / cancellations) swiftly as per prescribed procedures.

---

## CERTIFICATIONS

- **2019:** Social Media Boot Camp Certification (**Intoact**)
- **2013:** Strategic Planning (Planner's Toolbox), International Advertising Association (**IAA**)
- **2012:** Tony Buzan - Mind Mapping Certification

---

## LANGUAGE & SKILLS

- **Languages:** Excellent written and verbal communication skills (Arabic, English), Basic French
- **Skills:** Analytical, Organized, Detail oriented, Team player