

Karim Zein

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EDUCATION

- AMERICAN UNIVERSITY OF BEIRUT** (*Sep '14 – Dec '19*) BEIRUT, LEBANON
- Double major: BA in Agribusiness & BS in Agriculture Engineering
 - Coursework: Financial Accounting, Managerial Finance, Marketing in Agribusiness, Field Study of Rural Agro-economy, Entrepreneurship in Agriculture, New Trends in Agricultural Food Systems, Managerial Decision Making...
- ADVANCING RESEARCH ENABLING COMMUNITIES CENTER** (*Feb '19 – May '19*) BEKAA, LEBANON
- Coursework: Farm Practices, Livestock Production, Animal Nutrition and Welfare, Irrigation Methods, Weed Management, Pesticides and IPM Control, Horticulture, and Agronomy
- ECOLE D'INGENIEURS DE PURPAN** (*May '16 – Jun '16*) TOULOUSE, FRANCE
- Coursework: Grape Growing, Wine Production, and Oenology
- SAINT MARY'S ORTHODOX COLLEGE** (*Sep '99 – Jun '14*) BEIRUT, LEBANON
- Lebanese Baccalaureate – Economics & Sociology

WORK EXPERIENCE

- 1866 COURT & HOTELS** (*Aug' 19 – Dec'19*) – Social Media Manager BEIRUT, LEBANON
- Tracked and monitored performance of social media marketing campaigns (Facebook, Instagram, Website)
 - Coordinated with the digital marketing team to ensure timelines and period targets are met
 - Developed a strategic marketing plan that revamped online social media and website design
 - Developed online marketing campaigns, effectively increasing followers by 1.4k+ and driving brand awareness
- LOCALFITT** (*Jun '17 – Mar '18*) – General Manager BEIRUT, LEBANON
- Directed the planning and execution of meetings, fundraisers, and other events for corporate clients
 - Developed social networking outreach and managed radio and print ad campaigns to promote two annual fundraisers
- CHATEAUX FORT DE ROQUETAILLADÉ** (*Jun '16 – Jul '16*) – Research Intern BORDEAUX, FRANCE
- Applied hands-on work in the grape field and exposed to the whole cycle of winery production
 - Executed daily field work with cattle, dairy, chicken farms, and agriculture machinery

EXTRACURRICULAR ACTIVITIES

- SELECT AGENCY** (*Jan' 15 – Jan '18*) – Organizer BEIRUT, LEBANON
- Assisted exclusive guests at various events such as: Steve Wozniak, Ramez Shehadi, Tony Fadell, Renaud Visage...
- MODEL UNITED NATIONS** (*Nov '13 – Mar '14*) – Member BEIRUT, LEBANON
- Participated in the Eighth GC LAU Modern United Nations Annual High School Conference

AWARDS AND ACHIEVEMENTS

- CHERRY STUDIOS MEDIA TV PRESENTING CERTIFICATE** (*Aug '19 – Sep '19*) – Recipient BEIRUT, LEBANON
- Attended 10+ sessions in Media Training with industry specialist Antoine Kasabian
 - Coursework: Public Speaking, Stand-Up News Reporting, Screen Psychology, and TV Presentation
- INTERNATIONAL STANDARD FOR QUALITY MANAGEMENT SYSTEM ISO 9001** (*Nov' 17 – Dec '17*) – Recipient BEIRUT, LEBANON
- Attended 10+ sessions in customer service, quality management, and guest care protocol with industry experts

COMPUTER & TECHNICAL SKILLS

LANGUAGES: Fluent in English, Arabic, French, and basic Spanish

COMPUTER LITERACY: Extensive knowledge of MS word, Excel, PowerPoint, Outlook, Photoshop, Video Editor, and Illustrator

HOBBIES & INTERESTS: Photography, Backpacking, Running, and Public Speaking