

REEM ATMA



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Beirut, Lebanon



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DOB 13|04|1996

BUSINESS SKILLS

Branding & Promotional activities
Social media & Content creating
Financial Planning & Forecasting
Trend & Data Analysis
Strategy & OKRs
Event Planning
Copywriting
Strong account manager
& relationship builder
Creating storylines for ads
Digital Marketing
Work with qualitative
& quantitative data

INTERPERSONAL SKILLS

Proactive team leader
Fast learner
Resourceful
Act fast under pressure
Funny
Energetic
Target-driven
Ability to manage multiple tasks
& work tight on deadlines
Confident & Outgoing
Predisposed to teach others

WORK EXPERIENCE

Marketing Executive

Careem, Beirut

July 2019 – January 2020

- Liaised with other marketing managers and built country marketing plans that include promotions and partnerships to increase revenue and meet monthly targets.
- Collaborated cross-functionally with product management, communications, and marketing.
- Collaborated with management and other marketing colleagues to align internal goals with new and existing partner relationships.
- Managed campaigns on social media and through digital marketing.
- Forecasted, measured and reported results on various projects with partners, including co-created and/or co-branded content promotions.
- Assisted with event planning, including working with vendors, event coordinators, and design teams for onsite collateral.
- Writing and proofreading creative copy and managing social media calendar.
- Conducted research and analyzed data to identify and define audience.

Marketing Coordinator

Careem, Beirut

August 2018 – June 2019

Project Coordinator & Facilitator

NO Label NGO, Beirut

September 2017 – September 2018

- Coordinated project management activities, resources, equipment and information.
- Assigned tasks to internal teams and assisted with schedule management.
- Helped prepare budgets.
- Monitored project progress.
- Created and maintained comprehensive project documentation, planning and reporting.
- Conducted learning sessions and prepared session plans.

Intern in Department of Marketing & Outreach

NO Label NGO, Beirut

June 2017 – July 2017

- Coordinated events
- Created NGO website and its content
- Conducted workshops

Media Publicist

Al Jarrah Scout Association, Beirut

2015 – Present

- Coordinating events
- Drafting press release
- Managing the social media calendar

EDUCATION

MBA (ACBSP accreditation)

Rafik Hariri University (RHU), Mechref | Damour

January 2018 – Fall 2020

LANGAUES		Bachelor's Degree in Marketing	<i>September 2014 – June 2017</i>
Arabic	●●●●●	Rafik Hariri University (RHU), Mechref Damour	
English	●●●●●	GPA: 3.5 with Honors	
French	○●●●●	Baccalaureate in Economics & Sociology	<i>September 1999 – May 2014</i>
Spanish	○○○●●	Hariri High School II, Beirut Lebanon	
HOBBIES		ACHIEVEMENTS	
Writing & Reading		Dean's List in Rafik Hariri University	<i>Fall 2014 Spring 2015 Fall 2015</i>
Clarinet player		President's List in Rafik Hariri University	<i>Spring 2017 Fall 2017</i>
Outdoor activities		PROFESSIONAL SEMINARS & WORKSHOPS	
		Marketing Summit 2.0 - Careem HQ, Dubai UAE	<i>November 2019</i>
		Steer your Careem Workshop – Injaz, Beirut Lebanon	<i>Fall 2017</i>
		CSR Lebanon Seminar, Beirut Lebanon	<i>Fall 2016</i>
		Lebanese Opportunities – Green Business Initiative, Beirut Lebanon	<i>Fall 2016</i>
		VOLUNTEER WORKSHOPS & COMMITTEES	
		Member in International Relations Committee, Lebanese Girl Scouts & Girl Guides of Lebanon, Beirut Lebanon	<i>2020 – Present</i>
		Deputy Chief General, Al Jarrah Girl Scout Association, Beirut Lebanon	<i>2018 – Present</i>
		Secretary of Strategy & Planning Committee Lebanese Scout Federation, Beirut Lebanon	<i>2018 – Present</i>
		Commissioner for Leadership & Development, Al Jarrah Girl Scout Association, Beirut Lebanon	<i>2017– Present</i>
		Assistant Training Leader - الدارسة العربية الرسمية لتأهيل مساعد قائد تدريب Egyptian Federation for Scouts & Girl Guides, Cairo Egypt	<i>April 2018</i>
		Arab Scouting Forum for Media - الملتقى الكشفى العربي للإعلامي الصغير Egyptian Federation for Scouts & Girl Guides, Cairo Egypt	<i>April 2018</i>
		President of Marketing & PR Society – RHU, Mechref Lebanon	<i>2016 – 2017</i>
		Vice President of First Aid Club – RHU, Mechref Lebanon	<i>2016 – 2017</i>
		Member in PR Committee, Al Inmaa Social Foundation, Beirut Lebanon	<i>2017 - 2019</i>
		Event Coordinator in First Aid Club – RHU, Mechref Lebanon	<i>2015-2016</i>
		Girl Guide & Girl Scout Experience Forum World Association of Girl Guides & Girl Scouts, Muscat Oman	<i>2014</i>
		Troop Scout Leader – Wooden Badge	<i>2013</i>

PROJECTS

NOVO Branch for Bank Audi In Lebanon – Branding & Franchising Project, RHU

Fall 2019

Three Year Marketing Plan for I'dad Center – Senior Project, RHU

Spring 2017

Customer Perception towards Coffee Shops in Lebanon – Marketing Research, RHU

Spring 2016

REFERNCES

Available upon request

Ahmad Dimachkieh; Assitant General manager at Careem
| Contact number: +961 71 860 005

Dr. Marwan Wahbi; Assistant Professor at Rafik Hariri
University | Contact number: +961 3 353 524

Housam Yamout; Vice President and Commissioner-
General at Al Jarrah Scout association | Contact number:
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