



## Sami El Khatib

### Contact

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### Additional Skills

- Sales Training
- Microsoft Office
- Google Suite
- SEO, SEM, Google Adwords
- Google Classroom
- Marketing Planning
- Team Leadership
- Digital Marketing
- Digital Transformation
- Email Marketing
- Team Building
- Communications
- Coaching

### Professional Summary

Experienced Instructor/Trainer of Digital Marketing - Marketing Management and Sales Professional and Business Development Strategist bringing 7+ years of expertise in planning and delivering success in Education, and corporate business. Proven ability to build rapport with students and encourage engagement to build skills. Competent in planning activities and delivering educational success. Proven record of crossfunctional, departmental and management-level collaboration, building solid consensus and strategizing business enhancements. Demonstrating key strengths in the alignment and fulfillment of organizational goals through development, planning and execution of profitability, growth and safety compliance initiatives.

### Education

04/2017 - Present

**Universitat Rovira i Virgili, Tarragona - Spain**

- Ph.D Candidate - Topic: Engagement in Online University Communities

03/2014 - 02/2015

**University of Sunderland, Sunderland - United Kingdom**

- Masters in Business Administration - Dissertation topic: Social Media Marketing

03/2010 - 12/2013

**Antonine University, Beirut - Lebanon**

- Bachelor Degree in Marketing and International Management

### Work Experience

10/2015 - Present

**Lebanese International University, Beirut - Lebanon**

Academic Instructor/Trainer/Advisor/Coordinator

- Teaching 6 courses (Undergraduate and MBA) in Marketing / Digital Marketing & Management per semester.
- Trained Students and consulted entrepreneurs to create their start-ups and scale up (Project Generated \$50k fund).
- Managed a Team of instructors and developed sales and Marketing educational plans for 35 students per class of diverse backgrounds.
- Supervised and monitored other instructors' performance and reported to Chairperson of the Marketing Department.
- Advised more than 700 Business students annually to register in marketing (Enrolment rate increased 10%).
- Acted as replacement Instructor for Sales Management instructor and handled all duties, such as giving lectures, special projects, administered tests, grading of quizzes and tests, and wrote effective progress reports for each student.
- Used various instruction and hands-on activities to promote and encourage student participation and understanding of subject matter.
- Provided orientations for potential students, and organized sales and digital marketing seminars, company visits to ensure students understanding of the concept.
- Implemented E-learning into classroom lessons using Google Classroom and Hangouts Meet which resulted in raising 180 students' grade point

averages by [15]%.

- Effectively used Marketing Role Playing methods to encourage student participation and succeeded in 80% increase in student involvement.
- Created a Marketing page on social media to encourage students' engagement and keep up with marketing trends.
- Incorporated progressive teaching methods to instruct a class of 35 students, which resulted in an improvement in standardized test scores by 10% over the course of 4 months.
- Attended educational workshops that provided instruction for new techniques to be used in the classroom to increase student participation.

02/2017 - 02/2018

**Arts, Sciences & Technology University in Lebanon, Beirut - Lebanon**

Academic Instructor

- Teaching 2 Marketing & Management courses per semester.
- gave lectures according to course syllabus and submitted daily class attendance on university system.
- Prepared test proposals for each course and sent it before deadlines.
- Assigned essays and set exams to assess students' comprehension of subject matter.
- Recorded students' achievements and performance on tests, documented the adjustments made to programs in order to increase student comprehension.
- Encouraged active participation and promoted critical thinking in students by setting up a debate-style classroom.
- Assessed students' background information to determine learning deficiencies and strengths, developed lessons tailored to student needs.
- Provided instruction to students in preparation for standardized tests and helped them achieve a 15% increase in their scores for year 2018.
- Provided tutoring lessons to students in need of extra help to understand course material and improve their grades.
- Collaborated with peer teachers to develop educational plans for students of diverse abilities.

02/2015 - 06/2015

**CentrePlate UK, Sunderland - United Kingdom**

Customer Service Representative

- Addressed customer service inquiries quickly and accurately.
- Communicated and answered Customers' questions and complaints.
- Communicated effectively to appease angry customers by suggesting the best ways to resolve their concerns and deliver satisfaction.
- Resolved average of 10 inquiries per week to consistently meet performance benchmarks in all areas, including speed, accuracy and volume.
- Collected customer information, assessed issues and determined possible solutions.

03/2013 - 09/2013

**General Office of Accounting & Auditing, Beirut - Lebanon**

Accountant

- Recorded daily clients' invoices and data.
- Coordinated taxation and benefits slips with the Ministry of Finance.
- Analyzed present expenditures and revenues in order to make predictions for future business operations.
- Authored consolidated reports and issued corporate tax returns for firmsutilizing accounting software.

- Calculated, prepared and filed payroll taxes for clients.

08/2012 - 09/2012

### **AXA Middle East, Beirut - Lebanon**

Student Intern

- Customer service and relationship management: collect, manage, and analyze customer data: facilitated customer compensations.
- Accountant: recorded daily journal entries.
- Effectively communicated with management, staff, suppliers and students courteously to ensure a pleasant work environment.
- Develop and facilitate administrative processes such as the claims collection process and the issuing of licenses.
- Assist the manager with realignment of office roles in order to improve efficiency.
- Maintain all office systems in accordance to the prescribed standards in order to ensure smooth functioning at all times.
- Conducted audits to ensure completion, integrity, and compliance with government standards.

01/2010 - 02/2011

### **AcquaFoods Mineral Water, Beirut - Lebanon**

Marketing Assistant

- Developed a full business plan for the company.
- Developed and facilitated customer relationships to promote sales.
- Handled the digital marketing strategies to meet company objectives.
- Managed social media posts to promote company brand and products.
- Created the best pricing of goods to address company goals, retain customer satisfaction, and allow the company to meet its profit goals.
- Created complete lists of products and descriptions and services offered.
- Completed efficient onboarding of new customers, including creating profiles, defining lists and uploading data.
- Prepared, completed and tracked customer surveys.

03/2014 - 02/2015

### **University of Sunderland, Sunderland - United Kingdom**

Student Buddy - Volunteer

- Enhance positive first impressions to every student by willing to provide guidance.
- Greeted customers/Prospects at entrance and provided professional and friendly assistance.
- Participated in organizing University Job fair of 2014.

## **Languages**

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English	—
Arabic	—
French	—