

RAJI SAKR

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In relentless pursuit of opportunity, I strive for continuous learning and development in any position or task I undertake.

EDUCATION

AMERICAN UNIVERSITY OF BEIRUT (AUB)

Beirut, Lebanon

BBA in Marketing and Entrepreneurship

December 2013

Concentration on Social Media in Marketing and Launching a New Venture in Entrepreneurship

SAINT JOSEPH SCHOOL

Cornet Chehwan, Lebanon

Acquired Lebanese Baccalaureate Parts I and II

July 2010

PROFESSIONAL EXPERIENCE

CITY SIGHTSEEING LEBANON – SAVI SAL

Beirut, Lebanon

MARKETING AND INDIRECT SALES MANAGER

March 2019 - Present

- Assisted since initial operations and business startup
- Business Development (Negotiating and Executing deals for the company with third parties)
- Established initial Client and Partner Database
- Managed Indirect Sales with Partners (Hotels, OTAs, all indirect Points of Sale)
- Commercial Reporting for all Indirect Sales
- Introduced City Sightseeing Lebanon to the market and established Market Share
- Marketing Strategy to compete with well-established competitors
- Managed Media Bookings and acquired new clients for Ad space

FREEMINDS ADVERTISING & PUBLIC RELATIONS SARL

Beirut, Lebanon

ACCOUNT MANAGER

Nov 2017 - Present

- Business Development (Acquired **4 new clients** for the firm)
- Managed Client and Vendor relations
- Managed Fully Integrated Marketing Campaigns from **concept to execution** (international and local clients)
- Client Portfolio: SONY MOBILE MIDDLE-EAST, SAMSUNG MOBILE, MATTEL, HASBRO, MONARCH, KELLOGS, NESTLE, CRAYOLA, MATCHBOX, BIOLINE

ABILITY COMMUNICATIONS

Riyadh, KSA

SENIOR ACCOUNT EXECUTIVE

April 2016 – August 2017

- Handling Events and Activations in KSA
- Conceptualizing, Budgeting and Implementing large scale events
- Genuine Activation Ideas, Product Launching, Corporate Events and Trainings
- Client Portfolio: HUAWEI, KABABI, SAUDIA (SAUDI AIRLINES), GULF INTERNATIONAL BANK, MAYAR, ALAWWAL BANK (SAUDI HOLLANDI), PRESIDENT, LACTEL, PRIDE, RIYADH CHAMBER

SAMSUNG – AC HOLDING | CTC SAL

MARKETING COORDINATOR

Beirut, Lebanon

March 2014 – March 2016

- Project: **Planned and implemented a new system for tracking marketing budgets**
- Handled all Marketing Activities Budgets for all Marketing Departments (HHP, IT, AV, HA)
- Second in charge at all Marketing Events (all product launchings and training events)

MUSE GALLERY, OUTLINE GROUP

SALES EXECUTIVE

Beirut, Lebanon

Oct 2011 – Feb 2014

- Introduced and executed a new system for after sales and client database management
- Overachieved on Sales Target 2012 – 2013 (**150%**) 2013 – 2014 (**220%**)

QUALIFICATIONS AND INTERESTS

Languages: Fluent in English, Arabic and French

Computer Skills: MS Office (Word, PPT, Excel), Basic Adobe Photoshop Skills, Adobe Audition

INTERESTS AND ACTIVITIES

- Entrepreneurship and Startups
- Apiculture, Beekeeping
- Petrol head, Vintage Car Fanatic, Automotive Journalism, Motorsports, Tennis, Acting
- Volunteer Work - Community Service