



CONTACT

- July 16th, 1990
- + 961 76063303
- www.linkedin.com/in/pascalcharbel
- pascalcharbel@gmail.com
- Beirut, Lebanon

PROFESSIONAL SKILLS

Marketing strategy
Planning & presenting
Project management
Layout design
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

PROFESSIONAL TRAININGS

- Sitting Ducks Negotiation Program - Wydner Coaches 2014
- Emotional Intelligence Workshop/Seminar - Tamayyaz 2015

LANGUAGES

English
French
Arabic
Completed German level A1

PASCAL CHARBEL

M.D MARKETING

ABOUT

A dedicated and professional marketer with years of experience in developing and launching successful products and creative services. I'm a problem solver, fast learner and result oriented individual.

WORK EXPERIENCE

BUSINESS TO BUSINESS MARKETING

touch - Lebanon | Aug 2019 - present

- Develop B2B products (design-pricing-requirements-business model-business case- implementation-contracts-documentations)
- Segmentation for businesses in local market
- Ensure touch presence in all local and regional business forums
- Handle all related contracts with suppliers and partners
- Prepare necessary communication for new products

PRODUCTS & SERVICES OFFICER

touch - Lebanon | Mar 2014 - Jul 2019

- Responsible for the prepaid segment, data products, devices & touch website/mobile app
- Projects handled: Student Plan, Visitor plan, Ma3ak Plan, Tawasol Plan, Social Bundle, Gaming bundle, new lines offers, touch Anghami, Daily data bundles, several VAS products, touch presence at Arab net/BDL conference
- Ensure smooth and efficient day-to-day performance
- Monitoring the products through ongoing commercial tests to maintain high quality performance
- Existing product enhancement for a better user experience

KEY CLIENTS REPRESENTATIVE

touch - Lebanon | Feb 2013 - Feb 2014

- Offering continuous assistance to Key Clients and Corporate accounts
- Delivering correspondent support while ensuring customer satisfaction
- Liaising with all involved parties: Ministry of Telecommunication, Sales Department, Customer experience, Credit & Collection ...

SALES & MARKETING EXECUTIVE

INC. Printers - Lebanon | Feb 2009 - Apr 2010

- Liaison and networking with a range of stakeholders
- Follow up the productions of materials
- Clients: ALIG Insurance, Subway, Lebanon/MENA, Feedback advertising, Phoenicia Hotel, Grandhills Hotel & Spa

EDUCATION

M.D - MARKETING

Lebanese University
Beirut, Lebanon
Nov 2017 - Sep 2019

B.S - MARKETING & ADVERTISING

American University of Sciences & Technology,
Ashrafieh, Lebanon
Oct 2008 - June 2012