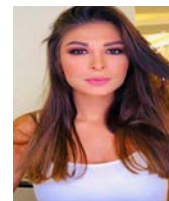


# Amar S. Nouredine



• Saint Therese, Beirut. • Phone: 00961-70-856151 • Y.O.B. 1992

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## Objective

To succeed in an environment of growth and excellence, while earning a position that provides self-satisfaction and development, and helping me achieve my long-term personal goals as well as organizational ones.

## Education

**Bachelor of Science in Business Finance (BFIN)** **Graduation Spring 2013**

**Beirut Arab University**

**Lebanese Baccalaureate Part II- Sociology & Economics** **2009**

**Beirut Community School**

## Experience

**Black and Yellow**

**Public relations and consulting agency**

**June 2020- Present**

- Build and maintain a positive public image for a company or organization. Create media, from press releases to social media messages that shape public opinion of the company or organization and increase awareness of its brand.
- Develop and implement a marketing strategy (often as part of a wider sales and marketing program)
- Evaluate and review marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective
- Track marketing performance and return on investment and prepare weekly or monthly reports for management
- Lead external agencies, when appropriate, to effectively manage events, press relationships, editorial requests, presentations, promotional materials and online activities
- Monitor and report on competitor activity
- Oversee and manage the marketing budget.

**J-Group**

**Traffic Executive media representative of al Jadeed Tv**

**Account handler at Hawacom Tv**

**May 2016- May 2020**

- Implement the full booking cycle
- Verify with the General Manager whether bookings are in line with the approved sales deals
- Handle the day to day booking and ensure that the daily bookings and modifications are executed accurately
- Receive material from direct clients and advertising agencies and send them to the General Security for censorship check and approval.
- Reference Beta, and send them to the television for broadcasting.
- Prepare a schedule for advertisements allocating airtime space between TV programs on daily basis
- Monitor due payments and coordinate with the accounting department and the account handler in charge.
- Examine statics reports to check whether the commercials were broadcasted on television as per the schedule.

### **Med Concept company**

#### **Accountant**

#### **February 2014- December 2015**

- preparing accounts and tax returns
- administering payrolls and controlling income and expenditure
- auditing financial information
- compiling and presenting reports, budgets, business plans, commentaries and financial statements
- analyzing accounts and business plans

### **Blom Bank**

#### **Customer Coordination**

#### **June 2012- September 2013**

- Data entry, inventories and variances.
- Welcome customers to obtain information and explain available services.
- Following up with the customer on daily basis, handling their car loan files.
- Increasing the branch customer base
- Ensure service excellency

### **Languages**

- English
- Arabic

### **Skills & Computer Literacy**

Communication skills, negotiation skills, customer service, research, flexibility, punctuality, leadership skills, interpersonal skills, public relations, training skills, MS Office (Word, Excel, PowerPoint, Outlook, Communicator, OneNote), Internet, Dolphin software, Ipsos. (Can get acquainted with any software easily.)

**References** Available upon request