

# BASSEL AL-HOUSSEINY

## MANAGER MARKETING

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### WORK EXPERIENCE

#### PEDIA FOR EDUCATIONAL SKILLS SARL Mar 2015 - Present

One of the leading companies in educational services, school supplies and industrial and trading toys in Lebanon.

##### MARKETING MANAGER

As marketing manager's my key tasks was include developing strategies, overseeing campaigns, and maintaining the brand image. This involves market research, team collaboration, and budget management. The goal is to enhance brand awareness, attract customers, and drive business growth.

##### MARKETING COORDINATOR

Collaborating closely with marketing, product, and customer support teams for seamless alignment and maximum customer satisfaction.

##### SALES EXECUTIVE

Identify and pursue customers strategically, enhance techniques through market awareness, collaborate for customer satisfaction.

### FREELANCE PROJECT

#### DIGITAL MARKETING/ SOCIAL MEDIA MARKETING Mar 2017 - Jul 2021

##### SEVEN FORTUNS

A micro roasting operation and SCA barista training academy(AST) in UAE and Egypt.

##### MAROUCHE

A Lebanese food chain restaurant well-known in Hamra, Beirut.

### EDUCATION

#### Business marketing - BA

2014 - 2020

At Arab Open University

### SKILLS

Excellent attention to detail

B2B/B2C marketing

Strong analytical and storyteller

### LANGUAGES

Arabic

English