

## Joe Antoine Gerges

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### Professional Experience

1. Marketing specialist at Schema Zone for Kidzie – **Toronto, Canada** (1-month intensive internship from August 2020 till September 2020).
  - Developed a detailed marketing plan.
  - Produced a pre-launching, launching, and post-launching campaign.
  - Suggested a brand ambassador program and a sales strategy.
  - Analyzed the target audience and implemented a social media strategy.
  - Collaborated with the copywriter, suggested new content and debugged all unpersuasive content in blogs, ads, videos, photos...
2. Customer service consultant at Grimm Group for [www.paintyourlife.com](http://www.paintyourlife.com) – **Tbilisi, Georgia** (Contract from March 2020 – June 2020).
  - Designed a new managerial system to track our records and to keep our data organized.
  - Initiated macros to enhance communication B2C.
  - Accomplished a strategic plan to integrate the Arab world.
  - Achieved to stay on top of the leaderboard for most tickets solved on Zendesk.
  - Supervised training for customer service agents.
  - Improved the marketing strategy to increase the level of sales.
3. Managing Partner, Marketing director, Promoter, Operation manager, and artist for One40 – **Beirut, Lebanon** (August 2019 – Present) Instagram: @one40presents.
  - Responsible for cost control, inventory, staff management, purchasing manager, and event planning.
  - Committed to a strategic advertising strategy and media planning.
  - Expanded artist bookings, management, and resident DJ.
4. Marketing and public relation consultant for Sama Abdelhadi, **Remotely** (August 2019 – Present).
  - Supervised planning publicity strategies and campaigns.
  - Collaborated in content writing and producing presentations and press releases. dealing with inquiries from the public, the press, and attending promotional events such as press conferences, open days, exhibitions, tours, and visits.
5. Senior account executive for Fit District – **Beirut, Lebanon** (June 2018 – December 2018).
  - Assigned to handle customer accounts, lead the PR and marketing strategy.
  - Enhanced the indoor Sales, Client Servicing, telemarketing.
  - Mentored and motivated junior account executives on their daily tasks.
  - Promoted to senior account executive after 2 months for getting a stretched target for myself and my team 2 months in a row in the dead season.
6. Salesperson and marketing consultant at Silver Bullet S.A.R.L. for Leon Beer – **Beirut, Lebanon** (August 2017 – March 2018).
  - Innovated a marketing and sales strategy to make sure we install “Leon Beer” in every pub in Lebanon.
  - Surpassed a yearly task in 8 months by installing 228 draught beer machines.
7. An employee at Moulin d’Or – **Beirut, Lebanon** (July 2016 – April 2017).

- Chief of stand: Responsible for the inventory, and every fellow employee working on that stand in addition to the hygiene.
  - Cashier and floor host.
  - Excellency in Customer Service.
  - ISO22000 certification in food safety management.
  - Food Safety Level 1.
  - Most Sales in 8 hours shift.
  - Create a monetary system to audit our income and provide an accurate inventory.
8. Floor manager at Altitude sunset bar – **Beirut, Lebanon** (May 2016 – June 2016)
- Answer customer inquiries and complaints in a timely and efficient manner.
  - Build teamwork and motivate staff on the ground to improve the customer's experience.
  - Provide training for bartenders behind the bar.
  - Create a monetary system to audit our income and provide an accurate inventory.
9. Bartender at Trillion – **Beirut, Lebanon** (June 2014 – May 2016)
- Greet customers professionally.
  - Mix drinks upon request.
  - Create a signature, bestselling cocktails.
  - Inventory and cost control.
10. An employee at C.E.D.I.M. – **Beirut, Lebanon** (June 2013 – September 2013).
- Data entry.
  - Assist with department day-to-day operations.
  - File documents.
11. Animator at Le Géant Animé – **Beirut, Lebanon** (June 2013 – Present).
- Prepare kids' birthday, games, and shows.
  - Excellency in kids' communication.
  - Caretaker.

## Education

Bachelor's in arts of advertising and marketing at Notre Dame University – Louaize (NDU) LEBANON. (2016-2020).

BAC II in economic and social studies at College Saint Joseph - Antoura (CSJA) LEBANON (2000 – 2016).

## Languages

Arabic (Native).

English (Professional workplace and fluent).

French (Professional workplace and fluent).

## Workshops/ Certificates:

- Member in the Academic Training and Social Events & P.R. of NDU MUN (2016-2018).
- BeyMun delegate in American University of Beirut (2018).
- Model Arab League delegate in the Lebanese American University (2015).
- Workshop on emotional intelligence with Dr. Jerome El Daher. (2015).

- Global Classroom MUN delegate in the Lebanese American University (2014 – 2015).

### **Skills**

- Software Proficiencies: Microsoft Office – Word, Excel & PowerPoint.
- Adobe Photoshop, Illustrator, Premier, and after effect.
- Avid Media Composer, and Ableton (LIVE).
- Fluent in English, French, and Arabic.
- Zendesk support and freedcamp.

### **Activities/Interests**

- DJ Joe Gé (2013 – Present).
- Football player for CaisseMutuelleLaïque (CML) team (2016).
- Rugby Team captain in College Notre Dame de Louaize's team (September 2015 - June 2016).
- Cofounder of a scout organization named « Draw A Smile » aiming to help the elderly (September 2014 – June 2015).
- Kung Fu fighter in the Notre Dame de Louaize's team (September 2014 –June 2016).
- Football Player College Saint Joseph Aintoura (September 2010 - June 2014).
- Completed over 50 hours of social work.
- Certified in Food Safety (level 1).
- An actor since 2015.

### **References**

Available Upon Requests.