

Mira Abou Khalil

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Lebanese

PROFILE

A self-motivated, quick learner, and a goal-driven individual, with experience in client-facing roles, social media management and administration.

EDUCATION

Phoenicia University (PU) – Al Sarafand, Lebanon

September 2015- 2019

Bachelor of Business Administration - *Marketing and Entrepreneurship*

Imperial College – Al Hosh, Lebanon

2014 - 2015

Lebanese Baccalaureate in Life Sciences

PROFESSIONAL EXPERIENCE

Antwerp Technologies- Tyre

January 2022- present

Marketing Executive

- ◆ Collaborate with the marketing manager, and internal teams on marketing strategy
- ◆ Help identify marketing trends and key opportunities for innovation
- ◆ Conducting market research and analysis to evaluate trends, brand awareness, and competition ventures
- ◆ Gather data from research, analyze the information, and maintain an excel database for reference
- ◆ Update and create content for social media channels
- ◆ Employ marketing analytics techniques to gather important data (social media, web analytics, rankings, etc.)
- ◆ Assist in organizing events and activities

Good Law Software- London (remotely)

November 2021 – December 2021

Marketing Internship

- ◆ Assisted in branding a legal tech brand to the UK market with focus on the legal industry
- ◆ Assisted in producing marketing materials and Ideas for the main project GLS
- ◆ Assisted in producing digital content to support ongoing projects
- ◆ Assisted in social media marketing

Mike Sport – Tyre, Lebanon

November 2020 – May 2021

Cashier customer service

- ◆ Handled cash, Visa, credit, or check transactions with customers
- ◆ Resolved customer complaints, provide relevant information, and refer to management when required

- ◆ Managed the Microsoft Dynamics NAV application which includes ordering, receiving, and tracking shipments
- ◆ Performed accurate Stock Rotation in/out of items (to/from branches and warehouse)
- ◆ Assisted in ensuring a smooth and efficient receiving, returning, and exchanging process of items /Shipments (including defective items)
- ◆ Prepared tax-free documents for customers who are traveling abroad

WayDesign Company – Tyre, Lebanon

August 2019 - December 2019

Social media Specialist

- ◆ Prepared social media marketing plans
- ◆ Managed social media pages for customer
- ◆ Assisted graphic designers by giving ideas for their posts
- ◆ Proposed ideas that match the marketing trends

Jubaili Bros. Sal – Saida, Lebanon

September 2018

Internship

- ◆ Conducted a rotation among the Procurement, Accounting, Maintenance, and the Sales departments
- ◆ Maintained a proper filing system of the data
- ◆ Handled the cash receipts and cash vouchers
- ◆ Conducted phone calls with the suppliers of the company to get any missed documents
- ◆ Managed the data entry of every purchase order

Staunch Machinery – Saida, Lebanon

June 2018 - July 2018

Internship

- ◆ Maintained a variety of files and records in the assigned department
- ◆ Performed office clerical duties in support of an assigned department or division
- ◆ Answered phone calls and provided information on departmental policies and procedures as required
- ◆ Entered customer and account data from source documents

CERTIFICATES

Certificate from Money Smart by Byblos bank

April 2018

- ◆ Attended a workshop about financial literacy

Certificate from Coursera

February 2021

- ◆ Online course: Excel skills for Business Essentials, authorized by Macquarie University

Certificates from LinkedIn learning online courses:

- ◆ Administrative Human Resources by Catherine Mattice Zundel, authorized by HR Certification Institute (HRCI) **June 2021**
- ◆ Communication Foundations by Tatiana Kolovou, authorized by Project Management Institute (PMI) **June 2021**
- ◆ Administrative Professional Foundations by Aimee Reese **June 2021**
- ◆ Digital Marketing foundations by Brad Batesole **June 2021**

SKILLS

Linguistic Skills: Fluent in Arabic English and beginner in French

Computer Skills: MS Office (Word, Excel, and PowerPoint), Microsoft Dynamics NAV, Jira software