

# Ghayath M. Itani

Beirut, Lebanon 29/9/1998

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## Education

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### Lebanese American University (LAU)

BS, Business, Emphasis Marketing and advertising; GPA: 3.4/4.0

2016-2019

- Developed a business plan on a new concept of Taxi carpooling
- Worked in capstone simulation
- Positioned as a guard in the LAU basketball varsity team

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## Experience

### Account Executive/Sales Executive | Horae Group | Jan 2020- Present

- Lead Generation, Cold Calling, Sales negotiation
- Developing strong customer relationships; Determining clients' needs and what they're looking to achieve
- Handling client communications; Building, maintaining strong long-lasting customer relationships
- Participating in content creation, posting, managing several social media accounts

### Intern | Spotmedia/Promomedia | August 2019- Nov 2019

- Lead Generation, Farming, Cold Calling, Sales negotiations

### Intern in the sales department | Transworld Television Corporation | July 2018 – August 2018

- Maintained relationships with larger clients by providing information and guidance
- Drafted emails for sale pitches
- Shadowed price negotiations with clients and drafted contracts after finalizing the deal

### Sales Representative | Loop | June 2017 - Aug 2017

- Communicated the idea behind loop to prospects events
- Set up visibility fronts for event sponsorships, distributed promotional material

### Intern in the sales department | Meteor Production | Apr 2017- July 2017

- Promotion to attract new clients and retain existing ones
- Wrote subtitles in English for TV shows

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### Volunteer | Beirut Marathon | 2018-2019

### Volunteer | Red cross | 2017-2018

## Certificates and Awards

- Received over 10 basketball awards 2008-2019
- Inbound Marketing Certification March 2018

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**Languages:** Arabic- English- French (basic)