

A curious, self-motivated individual with good interpersonal and analytical skills. Inspired by the progress of the consumer society from a simple economical view to the introduction of psychology as well as sociology in order to understand the consumer behaviour, I am currently interested in the merger of different domains such as computer technology and gaming with the marketing strategies. Commended for reliability and trustworthiness, I look forward to opportunities that further expand my knowledge and unveil my creativity.



Professional Experience

Business Development Officer | Saba & Co. Intellectual Property Sep. 2015 – Present

- Promoted from Business Development Assistant in August 2019.
- Analysing clients' intellectual property (IP) portfolio. Identifying gaps and possible infringements
- Consulting clients on IP queries and providing quotations for services
- Liaising and coordinating projects with German speaking clients
- Coordinating and managing communication between Saba's offices across the MENA region for international projects.
- Organising clients' visitations and preparing the necessary logistic for international conferences (INTA, ...)
- Training and supervising the work of new joiners.
- Creating content for the company's internal newsletter

Intern (communication department) | Bank Audi Jul. 2013 – Aug. 2013

- Visited Bank Audi's branches and conducted reports about marketing collateral visibly (leaflets, billboards)
- Recommended new places for merchandizing and advertisement, and supervising installation processes

Intern (retail department) | BLOM Bank Apr. 2013 – Jun. 2013

- Member of the corporate domiciliation team
- Sourced and visited leads to promote the bank's offer for domiciliation.
- Called and visited existing customers to follow up and obtain feedback on customer satisfaction



Education

CELTA: Certificate in Teaching English to Speakers of Other Languages | ALLC International House Beirut (Cambridge Certified) Oct. 2020 – Dec. 2020

- Assessed teaching practice supervised by a course tutor.
- Feedback on teaching practices and peer observation of teaching practice.
- Developing teaching skills and professionalism

IATA : Foundation in Travel and Tourism Diploma | ALLC International House Beirut Nov. 2019 – Jun. 2020

- Received International Certification from IATA as well as a national Diploma from the Lebanese Ministry of Education.
- Sell rail travel, car rental, hotel accommodation, cruises and pre-packaged tour products
- Interpret standard industry codes to plan and reserve travel itineraries

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- Use the Global Distribution System (Galileo) to make and maintain reservations and issue travel documents

Master's in Business Administration | IAE Aix en Provence, France
Specialisation in "Studies and Consulting in Marketing"

Sep. 2014 – Jul. 2015

- Rank 1st of the class, graduated with honours
- Dissertation Title: Influence of the perceived risk in an extra ordinary experience (*written in French*)

Master's in Business Administration | Lebanese University, Beirut

Sep. 2013 – Jul. 2014

- Specialisation in "Marketing"
- Top 5% of the class, graduated with honours

Bachelor's in Business Administration | Lebanese University, Beirut

Oct. 2010 – Jun, 2013

- Top 5% of the class, graduated with honours
- Graduation Project: Market analysis for The Lebanese Roasting Group SARL



Volunteering

Member | Foi et Lumière

Sep. 2012 - Present

- Treasurer (2 years) and Achiever (1 year) for the organisation
- Designing and organising activities and camp events
- Mentoring and assisting people with special needs

Emergency Rescuer | Lebanese Red Cross

Jun. 2010 – May 2011

- Provided first aid for injured individuals
- Provided routine daily assistance for patients (changing bandages, ...)



Awards

Winner of the 2017 "Mot d'or de la Francophonie", Young Entrepreneur Category

- Proposed a business project organizing and managing a miniature themed museum
- Presented the project in front of industry leaders in Paris (APFA, Action pour Promouvoir le Français des Affaires)



Skills & Interests

Expertise Excellent written, verbal and presentation skills.
Culturally sensitive and internationally travelled
Self-starter, can be depended on to complete a task under minimal supervision

Language English (Full Professional Proficiency)
French (Bilingual Proficiency)
German (Minimum Professional Proficiency, B1 certificate)
Arabic (Native)

Computer Microsoft Office, Photoshop, Illustrator, Sony Vegas Pro, Filmora

First Aid Basics Tending to burn wounds, performing CPR, handling broken bones and Injuries...

Hobbies Travelling, Photography, Video Making, Reading, Geography, Video Games, Hiking