



Jouny Al Rumhein

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Education

MSc International Marketing & Business Development SKEMA Business School Paris, France

From September 2019 to December 2020

Key courses: Sales, Social media, Strategic Brand Management, International Business Development, Digital Growth, B2B Marketing, Communication, Sustainability and Research

Thesis: Social Web Listening to optimize Customer Journey and increase Consumer Loyalty.

Master's GPA: 3.6/4 Top 10%

Bachelors of Business Administration, Concentration Marketing American University of Beirut Beirut, Lebanon

From August 2015 to June 2019

Key courses: Consumer Behavior, Digital Marketing, and B2B Marketing Grade 84/100

Minor in International Law

Voluntary Experience

Brand Ambassador Uberhaus Beirut, Lebanon

From February 2019 to December 2019

- Raised brand awareness among 5000+ students that increased website traffic by 700+ visits per month

University Student Faculty Committee American University of Beirut Beirut, Lebanon

From October 2018 to June 2019

- Led elections campaign with well defined strategies that represented 1000+ students

Social Event Team Member BeyMUN Beirut, Lebanon

From February 2019 to June 2019

- Planned logistics of social events for 500 + attendees which consisted of delegates from 10+ countries

Languages

English - Native Arabic - Native French - Intermediate

Skills

Technical Skills: Excel, Powerpoint, Office, VBA, UX Design, Google Analytics, Salesforce, InDesign, Photoshop, Illustrator, Hootsuite, Marketo

Soft Skills: Communication, Adaptability, Leadership, Creativity, Teamwork, Public Speaking

Hard Skills: Project Management, SEO, SEA, SEM, Problem Solving, Social Media Strategy, Public Relations

Work Experience

Digital Content Marketing Planisware Paris, France

Since January 2021

- Content Creator (Blogs, White Paper, Newsletter, Website & Emailing)
- Social Media Officer (LinkedIn, Youtube, Twitter & Facebook) using Hootsuite
- Community Manager (Forums, Q&A and Hubspot) using Vanilla Forums
- Optimizing SEO, SEA, SEM & Domain Authority using keywords
- Follow-up leads that arrive through Salesforce & invite speakers for events
- Creating and Editing Content using Indesign, Photoshop and Illustrator

Growth Associate eBen Dubai, United Arab Emirates

From April 2020 to August 2020

- Conducted market research for 2500+ potential suppliers and successfully listed 750 products (30% conversion rate) while generating new leads
- Identified new business opportunities to expand outside the UAE, prepared presentations for C-Level Executives and trained new Interns

Business Development Intern Hello Harold (Startup) Beirut, Lebanon

From June 2019 to August 2019

- Prepared the logistics for a startup exhibition by Arabnet that attracted 150+ investors and 6000+ attendees from the MENA

Store Manager Assistant Internship Rolex Beirut, Lebanon

From January 2019 to June 2019

- Client handling, managing goods receipt & inventory
- Sales of luxury products to high end customers and ensuring a memorable customer journey
- Assisted the store manager in his daily operation

Sales Assistant Unilever Beirut Lebanon

From July 2018 to August 2018

- Promoted and distributed products (FMCG) across multiple channels in more than 20 cities
- Ensured customer compliance with high level quality standards through daily market visits to 10+ stores for 6 hours per day
- Weekly sales analysis while documenting feedback from sales people

Business Development & Sales Intern Japan Tobacco International JTI Beirut, Lebanon

From June 2017 to August 2017

- Visited retail stores daily with sales representatives while installing new POSM and following up on sales in the HORECA sector
- Forecasted a well-developed marketing plan based on in depth analysis of past data and market performance
- Strategic planning, sales forecast, performance monitoring and zone budgeting

Certifications

Google Analytics - Google Data Studio - Social Media Strategy by Hubspot
- Thomson Reuters Eikon Version 4 (Market Analysis) - Formatech Integrated :
Team Building Events - Full Bridge U: 8 weeks workshop about personal skills