

CLAUDE BOU FADEL

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EDUCATION

September 2014 - May 2018: **Notre Dame University- Zouk Mosbeh**

Bachelor of Business Administration, Marketing

EXPERIENCE

November 2018 – December 2020: **Marketing and Communications Coordinator, Boecker® Public Health**

- Coordinating Marketing activities such as Branding, advertising, events and exhibitions, online campaigns and digital media.
- Implementing Corporate Social Responsibility initiatives and preparing for involvement in local community events.
- Executing internal and external events.
- Ensuring a smooth and efficient workflow in the department.

January 2018 - May 2018: **Assistant, NDU's Public Affairs and Protocol**

- Coordinated event entertainment, including music, performers, and guest speakers.
- Assisted in general administrative tasks.

April 2017 - June 2017: **Sales Associate, Esse Housewares- Dbayeh**

- Assisted customers in finding the suitable product they are looking for.
- Arranged merchandise to look tidy and attractive to customers.

September 2016 - December 2017: **Assistant, NDU's Community Service and Awareness Office**

- Represented NDU's CSAO at several events.
- Created content to be sent to students and staff.
- Coordinated event entertainment, including music, performers, set up.

May 2015 - April 2016: **Co-Founder of Crystals Nitrogen Ice Cream**

- Introduced the Lebanese market to an innovative ice cream making and serving concept.
- Planned a market integration and penetration strategy.
- Established and managed the company's day-to-day operations.
- Managed other tasks including HR, accounting, and administration.

INTERNSHIP

June 2018 - September 2018: **Marketing, Swarm Inc- Miami, Florida**

- Set and implement social media and communication campaigns to align with marketing strategies.
- Oversaw events on the day of, including problem-solving, welcoming guests, directing event set-up, and communicating with staff.
- Created flyers for potential clients.
- Conducted research for data collection.
- Shadowed the event managers, graphic designers, marketing, sponsorship and vendor teams.

June 2017 - August 2017: Marketing, Fattal Group- Beirut

- Conducted price and market analysis.
- Demonstrated to clients a strong knowledge of products and vendor offering.
- Managed and controlled inventories.
- Mystery shopped in various client owned outlets.
- Shadowed the marketing, sales, and merchandise teams.

July 2016: PR, Leo Burnett- Beirut

- Took several trainings on customer branding, brand discovery, market analysis.
- Participated in brainstorming sessions for new customer and new brand designs.

CERTIFICATES

January 2020: Certified for completing “Google Analytics for Beginners” by Google Analytics Academy

November 2019: Certified for completing “Time Management” training course by Boecker® Academy

October 2019: Certified for completing “Communication – Level 1” training course by Boecker® Academy

March 2017: Certificated for a 16 hour Social Media Workshop given by Adaptous.

December 2016: Certificated for participating in NDU x MakeSense Entrepreneurship Competition.

November 2016: Certificated for participating in Student Leadership Training.

February - April 2016: Completed a three months “Relational Needs” workshop at NDU.

August 2011: Certified for a 14 hours Red Cross First Aid training session.

COMPUTER SKILLS

- Microsoft Office
- Photoshop
- After Effect

LANGUAGES

- English
- French
- Arabic (Native)