

LARA ABOUD
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17 April/1991
Lebanese



PROFESSIONAL EXPERIENCE

01/2015 – 12/2019 Marketing and Communication Manager with Conseil et Gestion Immobiliere (CGI) of Saradar Group, Beirut, Lebanon

CGI is the real estate developer and promoter of Saradar Group with a record of accomplishment in delivering high-end projects.

Strategic Sales & Marketing Planning

- Managed the company's above-the line and below-the-line marketing, branding and public relations.
- Developed and implemented detailed sales & marketing strategies resulting in 25% increase of sales return in 2017 compared to 2016 and 35% in 2018 compared to 2017.
- Analyzed the market trends and various indicators of customer demand by developing an in-depth understanding of the local market dynamics and achieved an increase in shareholders ROI by 30% in 2019 compared to 2018.

Strategic Communication Management

- Managed the firm's internal and external communications, social & digital media, and events.
- Developed and pitched sales & marketing presentation materials for clients.
- Conceptualized and produced marketing materials to clients (websites, booklets, leaflets, scale models, etc.).
- Collaborated with international top-tier advertising companies for the full production of marketing materials and campaigns.

12/2012 – 12/2014 Business Analyst with the International Capital Group (ICG) of JLL, Dubai, UAE

JLL is a professional services and investment management firm offering specialized real estate services to clients seeking increased value by owning, occupying and investing in real estate.

Market and Transaction Analysis

- Managed and analyzed market transaction data on outbound Middle Eastern capital flows reaching USD 11 billion in volumes in 2014.
- Produced detailed research and market intelligence reports on major cross-border investors and communicated this to over 50 key clients.

Strategic Marketing Planning and Sales

- Marketed international real estate investment opportunities valued at USD 3 billion to institutional investors, Sovereign Wealth Funds and Ultra High Net Worth Individuals across the GCC.
- Coordinated the sale, purchase and financing of assets valued in excess of USD 100 million with global investors appeal.

Client Relationship Management

- Introduced and connected clients to unique investment products and capital worldwide worth USD 2 billion until 2014.
- Developed, managed and nurtured interpersonal relationships with key customer decision makers, specifically High Net Worth Individuals, resulting in a 10% increase in customer base through 2014.
- Enhanced the team's international investors list incorporating a detailed understanding of client's investment guidelines and priorities, allowing our worldwide team to access key client information efficiently.

EDUCATION

2020 – 2022 ESCP Business School, Paris, France
DESM (Diplôme d'Etudes Supérieures en Management)

2020 – 2022 ESA Business School, Beirut, Lebanon
Master of Business Administration – MBA

2009 – 2012 Saint Joseph University (USJ), Beirut, Lebanon
Bachelor in Economics

1997 – 2009 Notre-Dame De Jamhour, Beirut, Lebanon
French and Lebanese Baccalaureate in General Science and Biology

LANGUAGES AND COMPUTER LITERACY

Languages Native French and Arabic Speaker, Fluent English

Computer Proficient in Microsoft Office (Word, Excel, PowerPoint)

EXTRACURRICULAR ACTIVITIES

2009 – 2010 President of the Economics department - USJ

1999 – 2008 Class President - Notre Dame de Jamhour

2004 – 2006 Member of the SDL organization (Scouts du Liban) - Notre Dame de Jamhour

INTERESTS AND HOBBIES

Swimming, gymnastics, skiing, volunteering