

## **Myriam Katar**

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Zouk Mosbeh, Lebanon - + 96176 360 970

### **EDUCATION**

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**Notre-Dame University (NECHE Accredited)**

**Sep 2016 - July 2019**

BS in Business (Emphasis: Marketing)

Cumulative GPA: 3.84/4

**Collège Notre-Dame de Louaizé**

High School Life Sciences Diploma (2016)

### **EXPERIENCE**

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**Prolites - Beirut /Procom Middle East - Dubai**

**Jan 2020 - Present**

*Marketing Coordinator*

- Building and implementing the company's social media strategy from content ideation to execution
- Planning and developing full-fledged campaigns which include email marketing and online advertising (Facebook and Google ads)
- Managing the company's 4 websites through the WordPress back-end with advanced knowledge of WPBakery Page Builder
- Creating and designing SEO-focused landing pages
- Managing projects with developers for website development and fixes
- Writing project references to be featured on the company's websites and media publications

**Malak Al Tawouk**

*Customer Service Officer*

**Jan 2019 - Dec 2019**

- Handling customer complaints of critical nature regarding food safety, quality, and service
- Developing records on CRM system to build a solid customer' database
- Conducting surveys in several branches for business development

**Beirut Food Walks (Food tours for tourists)**

**Sep 2018 - Aug 2020**

*Co-founder and Guide*

- Leading groups of tourists of different backgrounds and catering to their different needs
- Maintaining a good relationship with suppliers (partner restaurants)
- Covering the event on social media during and after the event

**Fattal Group**

**July - Sep 2018**

*Summer intern (Pharmaceutical & Quality Assurance and Compliance Departments)*

- Establishing SOPs for the Patient Support Program after doing in-depth research
- Getting insights on the market through market visits with sales representatives
- Visualizing SOPs through PowerPoint presentations

**Feb 2019 - Jan 2020**

### **AWARDS & CERTIFICATES**

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- NDU Dean's list (Fall 2016 - Summer 2019)
- Certification Preparation: Scrum Master by LinkedIn (January 2021)
- Learning Conversion Copywriting by LinkedIn (January 2021)
- Fundamentals of Digital Marketing Certificate by Google (May 2020)
- Google Analytics Certificate (July 2019)
- Participation Certificate in "Communication Skills by Tamayyaz" at NDU (April 2017)

### **COMPETENCIES & HOBBIES**

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- Languages: Arabic (native), English (fluent), and French (fluent)
- Hobbies: Scout Leader at Groupe Animation Sportive (2009-2018)