



CONTACT

Beirut, Lebanon
+961 3 201011
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SKILLS

Project Management
Entrepreneurial Skills
Digital media management
Team Player
Organizational Skills
Presentation Skills
Time Management
Team building
MS Office

EDUCATION

BS Food Science & Management – Dean's Honor List
American University of Beirut, Lebanon
2002 - 2006

Lebanese Baccalaureate in Life Sciences
International College Beirut, Lebanon
1988 -2002

LANGUAGES

English - Fluent
Arabic - Fluent
French - Very Good

RECENT CERTIFICATIONS

Fundamentals of Digital Marketing, Google Digital Garage (In progress)
Introduction to E-commerce,
Creating Quality E-commerce content, SME Training Academy, Jan 2021
TEFL Certification, mytefl, Feb 2021

ADDITIONAL EXPERIENCE

Brand Marketing Management Trainee
BRITISH AMERICAN TOBACCO Beirut, Lebanon
Jan 2010 – Apr 2011

Sensory Technologist
Mars GCC – Dubai, UAE
Jan 2008 – Dec 2009

Media Buying Executive
Omnicom Media Group (OMD)
Dubai, UAE
Sept 2006 – Dec 2007

RUBA HAMADEH ISSA

Resourceful project manager with 10 years of experience

PROFILE

I am a dynamic and motivated professional with over 6 years of multinational experience in the FMCG sector with a strong base in HR & Marketing. My latest experience includes over 4 years of entrepreneurial work in E-commerce. I have taken the past year to focus on my self-development with a focus on upskilling my digital marketing skills. I am currently working on a part-time project as a National E-commerce consultant with the International Trade Center supporting women-led SMEs in Lebanon.

PROFESSIONAL EXPERIENCE

MANAGING PARTNER & FOUNDER

The Little Bundle Shop - Beirut, Lebanon

Oct 2014 – Aug 2019

- Created and developed the first of its kind e-commerce gift bundle shop in Lebanon servicing over 1000 individual customers & Corporate clients
 - Managed the social media platforms of the business including website development, & creation & development of social media platforms
 - Managed the Pop-Up shops in major Lebanese Malls and Exhibitions, handling the recruitment, training, & management of employees, stock management, and the day-to-day operation
- @thelittlebundleshop

HR EXECUTIVE LEVANT & YEMEN

BRITISH AMERICAN TOBACCO - Beirut, Lebanon

Nov 2012 – Sept 2014

- Launched an Employee Wellness program to drive a healthy mindset across the organization through daily & monthly follow up activities.
- Managed the recruitment process from selection of candidates, interviewing process, assessment centres, & improvement of the induction process for new joiners.
- Organized yearly line of sight meetings across business functions through team building activities to ensure alignment of function objectives with personal performance objectives.
- Managed the HR Team Budget to ensure efficient effective spending

BRAND MARKETING EXECUTIVE LEVANT & YEMEN

BRITISH AMERICAN TOBACCO - Beirut, Lebanon

Apr 2011 – Nov 2012

- Managed the launch of Kent Convertibles in the Levant & Yemen markets through comprehensive launch activities including targeted consumer engagement activities, trade retail & visibility solutions, & trade launch events
- Worked on the Global Drive Brands' yearly operational plans from planning to implementation, reporting, and review
- Developed relationships with key internal and external stakeholders within finance, trade, area brand team & distributor to ensure all launch deliverables were achieved in accordance with brand objectives and guidelines
- Controlled all brand budgets while ensuring all activities were strategically in line with company objectives and delivered positive ROIs