

Accomplished, dedicated professional with demonstrated success in marketing, operations management, business development, program/project management, strategic planning and analysis, and client satisfaction within various sectors and markets. Expertise lies public relations campaigns, process improvements, and sales strategies. Flexible and adaptable with exceptional interpersonal and communication abilities to foster change, incorporate innovation, challenge existing routines, and implement strategies throughout all levels of the organization with abilities to wear many hats. Proficient in MS Office (Excel, Word, PowerPoint), School Data Sync, Teams, Edge, and Dynamics 365, SDS, OneNote, and Azure. Fluent in Arabic, English, and French.

Areas of Expertise include:

- Marketing Strategies • Data Management § Relationship Development
- Operations Management • Customer Satisfaction § Business Process
- Strategic Planning and Analysis Improvements

Professional Experience

ERP Cloud LLC. • Beirut, Lebanon • 2020

Account Manager

Managed the daily Social Media accounts, added, and edited content to fit the social media campaigns.

Key Accomplishments:

- Responsible for key accounts, answer client queries and Identify new business opportunities among existing customers.
- Brainstorming Ideas related to online campaigns and increase in sales.
- Post content on all Social Media platforms LinkedIn, Youtube, Instagram, Twitter, Facebook

PRUUNE CONSULTING LTD. • Dublin, Ireland • 2020

DIGITAL and Research MARKETING – INTERN

Manage the daily social marketing strategies for the company in various social media channels such as Facebook, LinkedIn, as well as manage the content and marketing analysis for the company website.

Key Accomplishments:

Ismail A. Harake

Key Accomplishments:

- Provide strategic market analysis of the company website as well as social media sites. Develop and distribute reporting to assist management in their daily decision making processes.
- Develop and edit content for social media channels. Provide updated information, coordinate advertising campaigns between sites, and research competition and deliver strategic analysis of results to management.
- Created lessons and AD posters related to teaching courses provided by Pruune Consulting LTD.

RIDESHARE • Dublin, Ireland • 2020

PUBLIC RELATIONS & MARKETING ANALYST

Directed the day to day sales and marketing analysis for Rideshare in such areas as data management, reporting, strategic analysis, data collection, market research, PR campaigns, and client acquisition.

Key Accomplishments:

- Developed and implemented procedures and processes for data collection including customer surveys, opinion polls, and questionnaires that increased available data and improved accuracy of the analysis.
- Recognized by management for outstanding sales strategies and marketing efforts through a keen focus on data management, operational excellence, and client satisfaction.
- Analysis on competitors, and provided reporting on their sales, prices and methods of distribution as well as marketing strategies to assist management in their daily decision making processes.
- Collected and analyzed data regarding customer preferences, demographics, buying habits and needs to help identify market potential and factors influencing product demand.

FARHAT LAW FIRM • Beirut, Lebanon • 2017 - 2020

BUSINESS OPERATIONS

Led the all aspects of operations management for Farhat Law Firm including communications, budgeting, cost controls, project management, data analysis and reporting, marketing strategies, policies and procedures, IT systems, and new client acquisition.

Ismail A. Harake

Key Accomplishments:

- Created and implemented continuous improvement processes in cross-functional departments that increased efficiencies, streamlined processes, and ultimately improved revenues through data visualization and pipe creation with attorneys.
- Facilitated new client acquisition and sales strategies which resulted in improved revenues, increased brand visibility, and increased client base by 35%.
- Implemented new policies and procedures for the production process that increased productivity and decreased risk.
- Successfully managed KPI's (Key Performance Indicators) ensuring production targets were met on a monthly basis.

MICROSOFT CORPORATION • Beirut, Lebanon • 2019

ASSISTANT MICROSOFT EDUCATION MANAGER – ABLE SUMMIT

Spearheaded the daily support efforts for ABLE, an organization that focuses on the retention and success rates of students with disabilities after the University experience including developing and deploying accessibility to campuswide IT resources.

Key Accomplishments:

- Partnered with educators, leaders, and students to develop future ready skills across the educational programs to support and empower students to graduate with strategic computer science skills and program knowledge.
- Significantly grew usage of integrated learning systems on the Microsoft Platform with programs like Office 365, School Data Sync, Teams, Edge, and Dynamics 365.

INTERACTIVE EDUCATION TECHNOLOGY • Beirut, Lebanon • 2018 - 2019

SALES AND MARKETING REPRESENTATIVE

Managed the daily sales and marketing efforts for IET in such areas as tracking and forecasting sales trends, coordination of sales team efforts, and provided training and development for Microsoft Education solutions and Azure.

Key Accomplishments:

- Achieved and exceed sales goals by more than 80% through coordination of sales efforts with the sales team across the country through coordination with the Ministry of Education as well as other educational institutions
- Created tracking and forecasting processes for sales that provided management with additional tools to assist in their marketing strategies.

Education and Credentials

Bachelor's Degree in Business Marketing

- **STATE UNIVERSITY of NEW YORK – EMPIRE**
STATE COLLEGE, Staten Is, NY
- **Certified:** Accreditation in Public Relations (PR) - [Alison](#)
- **Certified:** Fundamental of Digital Marketing – [Google](#)