

FADEL FAKIH



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D.O.B: 29/3/1990

MA Marketing graduate from the University of Portsmouth with experience of credit/debit cards marketing and sales, experience with personal communication and services with customers, experience with coordinating with team-mates and employees for what is best fit the situation, seeking a job in the marketing field.

Education **2014-2015**

University of Portsmouth-United Kingdom

MBA degree Marketing(scholarship)

Degree has focused on learning the essentials of marketing, market analysis and decision making, strategic marketing management and contemporary issues in marketing.

The course has enabled me to develop abilities to:

- Present strong written arguments in a structured and coherent way.
- Conduct critical thinking and critical analysis, especially in relation to the dissertation.
- Conduct research using different tools and sources and providing evidence using academic and practical examples.
- Working independently, time management and setting my own deadlines for projects for example, reports and essays.
- Working in teams, with groups from four to eleven people to manage presentations on market analysis, leading a debate team on contemporary issues in marketing.
- Observe marketing behavior on social media for the University competitors and analysing the engagements, throughout a volunteering project for the University.

EDUCATION:

2014-2015

UNIVERSITY OF PORTSMOUTH-UNITED KINGDOM

MA degree Marketing

Degree has focused on learning the essentials of marketing, market analysis and decision making, strategic marketing management and contemporary issues in marketing.

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- Present strong written arguments in a structured and coherent way.
- Conduct critical thinking and critical analysis, especially in relation to the dissertation.
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- Observe marketing behavior on social media for the University competitors and analyzing the engagements, throughout a volunteering project for the University.

2009 – 2013

Arab Open University – Lebanon Branch BA-Business Administration

The degree has focused on understanding business functions, marketing management, understanding business behavior consumer behavior, investigating entrepreneurial opportunities, accounting information for strategy implementation and business behavior in changing the world.

This course has enabled me to develop abilities to:

- Manage my time between intensive coursework and exams.
- Apply leadership role, with my teams for presentations.
- Working individually to produce well organised and coherent presentations in relation to consumer behavior and understanding business behavior.

Work Experience

2017-Present

Freelance Marketing Consultant

Clients: Cake n Bake-Al Ghadir General Trading-Tag leb- LaLuna boutique

- Studying company profile and operations to understand its marketing needs.
- Conducting marketing research to identify industry trends and commercial opportunities.
- Developing and implementing a marketing strategy according to objectives and budget.
- Develop, implement, and manage our social media strategy.
- Define most important social media KPIs
- Manage and oversee social media content.
- Measure the success of every social media campaign.
- Stay up to date with the latest social media best practices and technologies.
- Use social media marketing tools

April 2017 – May 2018

Account and Business Development Manager

Monty Mobile

- Making regular sales calls to develop relationships and follow up on leads.
- Assisting in developing sales and marketing proposals for customers on company products and services.
- Assisting in maintaining a customer and contact database for further follow up.
- Sending introductory e-mail for OTTs and mobile operators
- Monitoring and analyzing traffic and taking suitable actions.

- Scheduling meetings with Lebanese enterprises and visiting them to present Monty Mobile's services.

January 2013 – June 2014

Telemarketing - Marketing Strategy Department

BLOM Bank – Head Office – Lebanon Branch

- Telemarketing for new campaigns to sell credit cards.
- Convincing customers to activate and retain their debit/credit cards.
- Team management to write scripts for the selling and retention campaigns.
- Team leading the retention/activation team, including contacting customers who are not using their cards.
- Presenting complaints to the Marketing Strategy Manager with suggested solutions.
- Follow up with customers after they were sold credit cards.
- Communicating between customers and branches, in relation to misunderstandings and issues.
- Communicating between branches and the Operations Department regarding card issuing.
- Meetings with the teams and with the manager and supervisors to discuss relationship with colleagues, relationship with customers and what can be done differently.
- Training the new arrivals to telemarketing.

November 2010 – April 2011

Co-owner/Co-founder of a mobile shop in Lebanon (Services and Accessories)

Global Mobile

- Selling/marketing mobiles, SIM cards and Accessories.
- Managing the cash flow on daily basis.
- Managing the communication with the telecommunication companies in case of problems with SIM cards for the customers.
- Decision making regarding dealing with agents from telecommunication companies and wholesale accessories dealers.

Hobbies and Interests

- Football (active member in the football team at the Arab Open University).
- Running (participated in the 10km Beirut Marathon in 2012 and 2013).
- Reading (books, online articles).