

GEORGES NAKHLE

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EDUCATION

FALL 2017 - PRESENT

PURSUING A BA IN BUSINESS ADMINISTRATION EMPHASIS MARKETING,
NOTRE DAME UNIVERSITY – LOUAIZE, ZOUK MOSBEH

- EXPECTED GRADUATION: SPRING 2021
- ATTENDING CLASSES ON T-TH
- COMPLETED MOST MAJORS AND CORE COURSES

2015-2016

BACC II IN LIFE SCIENCES- COLLEGE SACRE-COEUR- GEMMAYZE

EXPERIENCE

NOVEMBER 2020 – DECEMBER 2020

FREELANCE- DIGITAL MARKETING EXECUTIVE, NEXT LEVEL – MTAYLEB
(LEARNING CENTER)

- Create social media marketing campaigns and strategies, including budget planning, content ideation, and social media calendar
- Collect customer data and analyze interactions and visits to create comprehensive reports and improve future marketing strategies and campaigns.
- Create paid social media ads through Facebook ads manager, and Google ads manager, and measure the success of every campaign
- Define most important social media KPIs
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance
- Monitor and report competitors' marketing and sales activities
- Create yearly marketing plan to achieve the company's mission and vision

SEPTEMBER 2020 – OCTOBER 2020

MARKETING INTERN, MTV LEBANON – NACCACHE (TELEVISION AND MEDIA STATION, BROADCASTING COMPANY)

- Contributes information, ideas, and research to help develop marketing strategies
- Sets marketing schedules and coordinates with colleagues, sponsors, media representatives, and other professionals to implement strategies across multiple channels
- Develops sales strategies and approaches for various services, such as special promotions, sponsored events, etc.
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance
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- Having virtual meetings with potential clients to analyze their needs and present appropriate solutions.
- Monitor and report competitors' marketing and sales activities

JUNE 2019 – SEPTEMBER 2019

OUTDOOR SALES EXECUTIVE, YOUNG URBAN PROFESSIONALS – ASHRAFIEH (MANAGEMENT CONSULTANCY AND ORGANIZATIONAL DEVELOPMENT- SOFT SKILLS TRAINING)

- Made professional phone calls to potential clients to get one on one meetings
- Was responsible for contacting decision makers and recruiting new clients
- Having meetings with potential clients to analyze their needs and present appropriate solutions.
- Negotiating sales contracts.
- Shared presentation of services and their different specifications
- Attended regular meetings with higher administration for evaluation and strategy building
- Made personal recommendations and formed professional relationships with customers
- Was responsible for preparing proposals for customers upon request
- Reported daily on meetings with customers and customers concerns and feedback
- Made after sale follow up with customers as sales quality control and customer satisfaction checks

OCTOBER 2018 – MAY 2019

**MARKET MANAGER (OUTDOOR SALES), GLOW S.A.R.L – HEALTHY JUICING
COMPANY - BSALIM**

- Developing a pricing strategy that maximizes profits and market share but consider customer satisfaction
- Was responsible for contacting and recruiting new customers
- Building brand awareness and positioning
- Made regular phone calls to potential clients to get one on one meetings
- Attended regular coordination meetings with higher administration for evaluation and strategy building
- Evaluating competitors and customer feedback
- Made presentations of products and their different specifications
- Placed orders
- Double checked order implementation with kitchen crew
- Delivered orders to customers and checked expiry dates
- Made after sales quality control and customer satisfaction checks
- Reported daily on meetings with customers and customer concerns and feedback

AUGUST 2016 – OCTOBER 2018

SALES EXECUTIVE, CITIZEN WATCHES – CITY CENTER BEIRUT

- Was responsible for opening and closing the shop
- Collaborate with team members to achieve better results
- Ensured that company procedures and policies are followed
- Prepare and deliver appropriate presentations on products and services
- Made personal recommendations and formed professional relationships with customers
- Negotiate, close deals, and handle complaints or objections
- Prepared and analyzed weekly sales report that affect merchandise and overall expenses

SKILLS

- Fluent in writing, reading, and speaking Arabic, English, and French
- Advanced use of Microsoft Office, Excel, Outlook, and Internet
- Had expert experience in POS system
- Very good communicator
- Public speaker
- Ability to multitask
- Strongly self-motivated
- Strategic thinking
- Passion of accuracy and details
- Time management

ACTIVITIES

Workshops and certificates:

- Fundamentals of SEO – University of California, Davis
- Google Ads Search from Google digital garage
- Fundamentals of digital marketing from Google digital garage
- Facebook ads from Google digital garage
- Participated in Hult prize competition 2020
- Business writing
- Supervisory skills
- The sales pill

Social work:

- Worked with Scout du Liban – Freres Furn el Chebbak
- Volunteering as trainer with INJAZ Lebanon - NGO

Interest:

- Musician
- Outdoor activities
- Extreme sports

References:

Available upon request