

Jad Bou Ali

Choueifat, Lebanon

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Profile

Motivated Communication Arts & Public Relations graduate, looking for a junior position in the fields of marketing, branding, communications and public relations.

Professional Experience

Customer Relationship Officer

July 2017 – May 2021

Byblos Bank – Kabrechemoun, Lebanon

- Sit with customers and recommend bank products that meet their precise needs
- Support branch manager in branch's marketing and sales efforts
- Inform personnel about the bank's new products, sales offers and marketing strategies
- Receive, count and process cash accurately from clients
- Prepare reports and correspondences on matters related to customer accounts and bank products' sales
- Establish credibility with clients and create friendly rapport with regulars

Marketing Intern

March 2017 – July 2017

Blom Bank – Beirut, Lebanon

- Supported in administrative duties, prepared marketing printing materials
- Supported the group admin on media platforms and responded to queries
- Monitored social media platforms for latest trends and ideas
- Facilitated planning and hosting inhouse events

Marketing Coordinator

June 2014 – June 2015

Micro Tech Station – Beirut, Lebanon

- Performed comparative analysis of competitor products and service offerings
- Monitored competitors' digital content
- Approached potential clients and increased brand awareness

Education

MA in Communication Arts & Public Relations

2020

American University of Science & Technology

BA in Communication Arts & Public Relations

2016

- Minor in International Affairs
American University of Science & Technology

Lebanese Baccalaureate in Sociology & Economics
Our Lady of Grace

2011

Languages

- *Arabic: Native*
- *English: Full Professional Proficiency*
- *French: Basic Working Proficiency*

Computer Skills

- Microsoft Office
- Opera
- T24
- Workflow

Certifications

- Certificate of Accomplishment – BDL ESA
BDL Financial Regulations 2019
- Injaz Entrepreneurship Certificate
INJAZ 2016
- Honorary Certificate for Excelling in English
University of Michigan – Honorary Certificate 2014
- LAU Model United Nations Delegate Certificate
Lebanese American Universtiy 2010

Interests

Photography, Reading and Writing