



## Hala Farah

*A committed and hardworking communicator & writer, skilled in marketing & communication management, ready to tackle new challenges and seeking to add value to a versatile, tech-oriented work environment.*

12-06-1988 – Lebanese – Single  
Dbayeh, Lebanon  
**Email:** hala.farah@hotmail.com  
**Mob:** + 961 70 325 322

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### PROFESSIONAL EXPERIENCE

#### **Europtima – International (Remote)**

**January 2020 – Present**

#### **Business Development - Manager**

An International Construction Project Management, Economics, Quantity Surveying and Advisory business, building solutions across Europe, Africa, and the Middle East, operating out of hub offices in France, Poland, and Egypt.

##### *Marketing & Communication responsibilities:*

- Lead the Marketing & Communication teams internationally, and manage internal and external communications
- Supervise the Corporate Identity and [Website](#) rejuvenation project. Manage the website CMS.
- Create and update the company's marketing & communication strategy
- Manage the group's social media channels with the support of the graphic designer for content design
- Plan in-house, online, and off-site corporate activities, parties, celebrations, and conferences with the team
- Plan and manage the company's partnership with the University of Balamand, as part of Europtima's CSR
- Co-Administer and assist in preparation for the transition of the company's internal workflow and processes to Office 365
- Create guidelines for the company's members to use/collaborate on the online sharing platform efficiently and accurately, as needed, and co-manage the internal lead generation & CRM system.

**July 2013 – January 2020**

#### **Marketing & BD Executive**

##### *Business Development responsibilities:*

- Prepare and submit Pre-Qualification and Tender documents, ensure all deadlines and requirements are met
- Maintain and update membership profiles on Tender portals

##### *Marketing, Office Management, and Communication responsibilities:*

- Manage the group's marketing & communication
- Manage the group's website CRM
- Follow up on the group's marketing plans, budgets, and activities internationally (Europe & MENA)
- Create, update, and edit communication material & marketing tools
- Co-Manage the group's social media channels
- Plan in-house and off-site corporate activities, parties, celebrations, and conferences
- Organize the hub / presentation office layout, maintain stationery, equipment, and the office condition
- Assist in the recruitment and new hires' onboarding processes.

#### **Union Pharmaceutique d'Orient - Beirut**

**Dec 2012 – July 2013**

#### **Marketing & Sales Coordinator**

A Lebanese pharmaceutical business owning and distributing renowned international brands across the country.

##### *Responsibilities:*

- Prepare and update stock & sales reports for the department's five brands: reporting to the Business Unit Manager and to each brand's international office
- Implement marketing and advertising campaigns
- Act as the liaison between the sales team members, management, customers, advertising agencies, etc.
- Assist the Business Unit Manager in monitoring the sales team and customers' sales targets
- Prepare new products' launching campaigns; communication material, and organize launching events, etc.

**Optimum Holding - Beirut**  
**Jan 2010 – Dec 2012**

**Marketing & Business Development Coordinator**

An investment & advisory Holding owning international subsidiaries which operate across the EMENA region.

*Responsibilities:*

- Work on all the group's marketing & communication material
- Organize and Participate in international events & exhibitions related to the company's sectors of expertise
- Research and Development: Market Intelligence, SWOT Analysis
- Receive, Process and Follow up on the Group proposals.

**ENTREPRENEURIAL EXPERIENCE**

**بالعربية (Bel Arabiye)**

**Sept 2015 – Present**

**Creator, Designer, and writer of the "بالعربية" concept**

- Facebook page: <https://www.facebook.com/belaarabiye>
- Instagram page: [@bel\\_aarabiye](https://www.instagram.com/bel_aarabiye).

**PASSION PROJECTS**

**CedarsBox, by Clément Tannouri**

**Nov 2017 – Mar 2019**

**Sales Partner**

- B2B and B2C sales covering the process from lead generation to securing a sale
- Maintained the CRM and sales administrative paperwork

**Lebnene**

**Oct 2017 – Jan 2018**

**Strategy & Communication Consultant, Volunteer**

- Participated in Lebnene's pilot project, Ouzville, and started since assisting the NPO's founder in setting the work strategy, plan, and working on the NPO's communication, PR, and organization

**SKILLS & ADDED VALUE**

- Completed the following LinkedIn Training online courses:
  - Creating Your Strategic Marketing Plan
  - Office 365: Provision SharePoint Online Site Collections; SharePoint Essential; Configure & Manage SharePoint Online
- Proficiency in Adobe Illustrator, Adobe Photoshop, and basic knowledge in Drupal and WordPress (Web CMS)
- Proficiency in Office 365 including related apps & tools
- Creative thinking
- Fast adjustment to the work environment
- Time management – Organized and respects deadlines
- Leadership and teamwork

**EDUCATION**

**2012** **Chartered Institute of Marketing (CIM, UK) – Through Morgan International, Beirut, Lebanon**  
*Attended Preparatory Courses for the Professional Diploma in Marketing (PDIM)*

**2010-2011** **American University of Beirut (AUB) – Continuing Education Center, Hamra, Lebanon**  
*Certificate in Marketing Management*

**2005-2008** **Balamand University (UOB), Kalhat, North Lebanon – BBA in Business Administration**

**LANGUAGES**

Arabic (Native), English, French (Fluent).

**INTERESTS**

Writing, Movies, and boxing.