

# Zuhair M. R. Lababidi

+961-70-749-112 | zuhair.lababidi99@gmail.com | [www.linkedin.com/in/zlababidi](http://www.linkedin.com/in/zlababidi)

Bilingual English and Arabic business and marketing student proficient in MS Office, Tableau, and an interdisciplinary academic background and varied work experience in business operations, sales, marketing and customer service.

## EDUCATION

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**American University of Beirut (AUB), Suliman S. Olayan School of Business, Beirut, Lebanon** 2017 – 2021  
*Bachelor's in Business Information and Decision Systems, and Marketing (3.46 Cumulative GPA)*

- Courses include: Business Statistics; Managerial Decision-Making; Consumer Behavior; Operations Management; System Development & Database Design; Business Logistics; Customer Experience Design
- Dean's Honor List (Senior Year 2020-21)

## PROFESSIONAL EXPERIENCE

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**Fattal Group, Sin El Fil, Lebanon** Summer 2020  
*Business Sales Intern*

- Synthesized and analyzed sell-out data for local hypermarkets to determine market share and trends for the product manufacturer, Vileda. My analysis informed Fattal's business and marketing strategy to increase product sales.
- Engaged and collaborated with sales representatives to observe product placement and consumer product engagement. Through this experience, I worked with my team on recommendations to enhance marketing and sales strategies in dynamic local markets through various retailers (e.g., small businesses; hypermarkets; superstores).
- Conducted market intelligence reporting to monitor competitor product prices and promotions in order to maintain and grow Fattal's market capitalization throughout Lebanon's various retailers.

**Escape Gaming Lounge, Beirut, Lebanon** Aug. 2018 – Feb. 2021  
*Operations Manager*

- Lead and manage the relationship with the Smartlaunch administrator to ensure the advanced e-sports gaming software and data management platform provides clients with a seamless gaming experience.
- Monitor, report and reconcile gaming accounts receivables using the Smartlaunch system to audit client transactions and ensure the timely payment of fees.
- Delegate staff responsibilities to ensure simultaneous delivery of day-to-day service needs, develop and maintain friendly relationships with clients, and exceed service expectations to ensure client loyalty and satisfaction.

**First National Bank (FNB), Beirut, Lebanon** Summer 2019  
*Business & Operations Intern*

- Supported bank tellers with account transfers and cash/cheque withdrawals and deposits to fulfill client needs.
- Handled confidential client information and distributed with appropriate bank staff to ensure accurate identification.
- Collaborated with the Operations Manager daily to reconcile journal reports and confirm teller amounts.
- Catalogued tax, interest, and checkbook receipts to ensure organized banking practices and secure client information.

## PROFESSIONAL DEVELOPMENT

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**American University of Beirut (AUB), Beirut, Lebanon** Jan. – March 2019  
*Business Communication Skills Workshop*

- Collaborated with peers to identify and define organizational leadership approaches, impacts on business competitiveness, and applied leadership approaches through the application of teamwork principles.

**Airways Aviation, Beirut, Lebanon** April 2015  
*Introduction to Pilot Workshop*

- Acquired foundational aviation principles and trained with a senior pilot in a flight simulator.

**FC Barcelona Football Academy, Barcelona, Spain** Aug. 2014  
*Team Right Back Player*

- Trained with aspiring athletes to develop football skills and team collaboration through exercises and activities.