

# ATHENA HAZIM

## CONTACT

+971 50 5728207  
athena-hazim@hotmail.com  
Al barsha 1, Dubai, UAE

## PROFILE

Passionate newly-graduated marketer, dedicated to communicating impactful, genuine and creative messages related to products through a full time position that falls within my field.

## EDUCATION

B.S. MARKETING  
*Lebanese American University,  
Byblos Lebanon 2015*  
Classified the 10<sup>th</sup> best university  
in the Arab Region

## KEY SKILLS

Marketing Analytics  
Excellent Communication Skills  
Strategic Planning  
Business Development

## LANGUAGES & IT SKILLS

French (fluent)  
English (fluent)  
Arabic (mother tongue)  
Proficient in Microsoft Office

## INTERESTS

World Traveler  
Seasoned Equestrian  
Tennis Enthusiast

## PROFESSIONAL EXPERIENCE

### **Al Ashrafy Contracting Dubai , United Arab Emirates.** March 2021-present

- Planned and executed a marketing strategy and campaign for the company.
- Managing social medias pages (Linked in and Instagram) and creating content.
- Following up with clients and introducing the company to new clients and setting up meetings with them.

### **Marketing Director, COMCO – DOUALA, Cameroon** January 2020 – February 2021

- Assisted in the implementation of new business strategies for market entry and product design.
- Assisted in the supply chain management of the companies' manufacturing and production goods.
- Assisted the department in the daily work and helped supervise the staff.
- Assisted in sales and marketing by expanding the companies' customer base.

### **Porsche Lebanon Marketing Department, Lebanon** **(Internship)** October 2019-December 2019

- Assisted in doing stock for marketing items.
- Assisted in planning and executing a marketing strategy for the new Event and the details about the Taycan Event.

## PROFESSIONAL EXPERIENCE

### **Merab Hotel Faraya, Lebanon**

September 2017-September 2019

- Assisted in all the reservation processes such as reservation requests changes and cancellation and courteous and efficient customer services at all time.
- Greeting customers, responding to their questions, improving engagement with hotel reservation and providing outstanding customer service.
- Operating cash registers, managing financial transactions.

### **Redbull Marketing Department - Dubai**

June 2015 - September 2015

- Assisted in planning and executing a marketing strategy.
- Assessed consumer behavior and promoted the company.
- Suggested different means to optimize the marketing impact.