

Khaled Sabra

Beirut, Lebanon

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EDUCATION

Lebanese American University, Beirut, Lebanon

Sep. 2018 – Jan 2021

Bachelor of Sciences in Business Studies - Emphasis in Marketing

Hariri High School 2, Beirut, Lebanon

Lebanese Baccalaureate, Economics and Sociology

June 2018

WORK EXPERIENCE

April. 2022 - Present **Academic Development and Quality Assurance Department - Beirut Arab University - Beirut, Lebanon**

Position: Academic Development and Quality Assurance

- Internal and external Quality Assurance includes all activities needed to provide effective services for students during the educational process in all aspects, and other University domains including management, research, community service, public engagement and international collaboration.
- Setting up the basic elements for internal quality assurance cycle: plan, do, check and act.
- Describing the controls for each element of the quality assurance system as to “what”, “when”, “where”, “who”, and “how” the service, which can be audited, is being implemented.
- Implementing and setting out key features of the internal quality assurance system based on the University's strategic approach to quality management.
- Defining quality & standards framework for academic as well as for administration activities and services.
- Evaluating and assessing academic standards, quality of learning opportunities, research & scholarly activities, community involvement, and effectiveness of quality management.
- Monitoring educational resources, teaching methods, course evaluation, and student's assessment.
- Conducting quality activities aiming at improvement

PROJECTS

LAU, Beirut, Lebanon

- A project for Hosri Group, for a product called The Jelly Bean Factory; judges were impressed by the new ideas that was created.
 - Project for Toters, created new advertisement ideas for the company
 - Project for Café Najjar, conducted a marketing research on how should the coffee machine and capsules be promoted and raise the sales of this brand using high marketing skills.
- At the end, analytical reports were provided reporting these campaigns.

CERTIFICATIONS /AWARDS

- Certificate at Udemy, certificate of completion (At The Complete Digital Marketing Guide)
- E-Marketing Certificate (Hub Spot Academy)
- Inbound Marketing Certificate (Hub Spot Academy)

SKILLS

- Excellent verbal and written communication skills
- Well-developed management and problem-solving skills
- Highly responsible, dedicated, and organized.
- Proven leader

- Ability to grasp new concepts quickly.
- Business planning
- Fluent in Microsoft applications (PowerPoint, Excel Word)
- Marketing strategy

LANGUAGES: Arabic and English