

TOUFIC GHALAYINI

SPORTS MANAGEMENT &
MARKETING



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[HERE](#)



Beirut, Lebanon

SKILLS

- Marketing
- Project Management
- Market Research
- Creativity
- Content Creating
- Community Management
- Data Analysis
- Communication
- Operations Management
- Traditional and Digital Marketing

ABOUT ME

A trained athlete with a passion for building a career in Marketing and Sports Management & Marketing. I am also a marketing enthusiast and graduate whose positive attitude & ambition to grow and learn the interplay between both industries and global businesses including sports team/club management, sports merchandising, digital marketing, sports marketing, and fundraising for sports.

EDUCATION

ANTONINE UNIVERSITY - LEBANON

2017 - 2020 | BS in Physical Education - Concentration: Sports Management

AMERICAN UNIVERSITY OF BEIRUT - LEBANON

2014-2017 | Non-Degree BBA - Concentration: Marketing

INTERNATIONAL COLLAGE - LEBANON

1998 -2013 | Lebanese Baccalaureate II, ES

EXPERIENCE

May 2021 -
Aug 2021

AC SPORTINGS CLUB - LEBANON OPERATIONS MANAGER

- Managed customer relations by closely monitoring feedback from clients and addressing/solving any misunderstandings
- Managed the sports activities of the academy
- Created sheets for budgets, regarding payments of kits and subscriptions
- Created sheets for monthly schedules for field registration

May 2021 -
July 2021

LE BABAR SUMMER CAMP - LEBANON SPORTS MARKETING COORDINATOR

- Managed customer relations by closely monitoring feedback from clients and addressing/solving any misunderstanding
- Participated in the camp's different activities
- Monitored the kids during camping hours and took attendance
- Managed different teams of proctors and led them when needed

June 2019 -
Aug 2019

LE BABAR SUMMER CAMP - LEBANON SPORTS MARKETING COORDINATOR

- Developed and implemented a marketing plan that increased client retention and overall engagement including social, print, and digital media
- Managed customer relations by closely monitoring feedback from clients and addressing/solving any misunderstandings
- Helped in expanding other branches successfully
- Participated in establishing a new branding strategy
- Improved camps' financial plan to increase club profitability

June 2018 -
July 2018

BEIRUT DIGITAL DISTRICT - LEBANON MARKETING VOLUNTEER FOR THE WORLD CUP FANZONE

- Participated in the development and implementation of the marketing strategy
- Raised in-kind gifts in the form of sponsorships
- Participated in the creative process of designing printed and digital material of the posters and flyers for the purpose of marketing and information

Sept 2014 -
May 2017

NATIONAL RUGBY TEAM - LEBANON MEMBER OF THE AUB & LEBANESE NATIONAL RUGBY TEAM

- Organized multiple tournaments and fundraisers
- Received multiple individual awards (MVP, Sportsmanship Award)
- Participated in the 2016 Collegiate Rugby League Championship
- Attended the South African Rugby tour team in Cape Town