

# NADINE FAYED

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## EDUCATION

**Lebanese American University (LAU) - Beirut, Lebanon**

Aug 2019 – May 2021

Master of Business Administration (MBA)

*GPA 3.97/4.0*

**Lebanese American University (LAU) - Beirut, Lebanon**

Aug 2016– Expected May 2019

BS in Business Studies with emphasis in Marketing

*Cumulative GPA 3.78/4.0*

## WORK EXPERIENCE

**Business Developer Associate & Account Manager – Toters Delivery - Beirut, Lebanon** Apr 2021 - Present

- Acquisition of top restaurant and local store partners to our platform in order to increase brand exposure
- Seek out the appropriate contact persons to engage with and to build and maintain strong, long-lasting merchant relationships based on trust and respect
- Serve as the lead point of contact for all Merchants on account management matters
- Generate leads and call prospective partners in order to increase customer lifetime value
- Meet with partners face to face or over the phone
- Communicating with merchants to understand their needs and explain product value
- Collecting and analyzing data to learn more about consumer behavior and propose ideas to increase revenues
- Develop new business with existing merchants and/or identify areas of improvement to meet objectives and increase revenues
- Managing existing accounts
- Ensure the timely and successful delivery of our solutions according to merchant needs and objectives
- Creating co-marketing initiatives and promotional material with merchants aimed at attracting new users to toters' platform and highlighting to existing customers the value of being on our platform
- Forecast and track key account metrics and take the initiative to rectify/enhance on the findings
- Prepare reports on account status

**Content Specialist- Toters Delivery - Beirut, Lebanon**

Oct 2020 – Apr 2021

- Uploading menus of new stores on the app to increase brand awareness
- Editing item names and categories in order to build a stronger brand image
- Creating user-generated content for different stores on the app along with creating content calendars for all clients to increase customer engagement
- Ensuring items are placed under correct categories and subcategories in order to increase sales
- Meeting the KPI targets for menu uploading and for monitoring customer and consumer behavior
- Resolving client's complaints and preventing other issues needs by staying up to date with clients and frequently updating the system based on their needs.
- Communicating and building relationships with clients, in order to keep accurate inventory and account records to understand and meet consumer behavior

**Graduate Research Assistant- Lebanese American University - Beirut, Lebanon**

Aug 2019 – May 2021

- Analyzing statistical data about consumer usage of subscription services.

- Conducting substantive academic research about: the usage of subscription economy, such as: Amazon, Netflix, Hulu etc.. and its impact on consumer behavior.
- Conducting extensive academic research and writing literature reviews about education in times of crisis, the mediating role of Facebook with brands and consumer self-control and its impact on e-commerce during Covid-19 Pandemic.
- Providing practical support to the marketing chair in conferences, seminars and proctoring exams.

**Communications & Digital Media Intern- Leo Burnett - Beirut, Lebanon**

Sep 2019 – May 2020

- Monitoring and managing social media insights and content with the communication team, in order to deliver high quality and consistent influencer marketing.
- Preparing summaries and analytical reports about web analytics, online advertisements and campaigns, in order to be aware of the latest trends by following up on influencer's content.
- Implementing digital marketing plans through advertising strategies to increase traffic on Instagram for clients, such as Tanmiah. Followed by participating in field visits, in order to follow up on the target markets needs.
- Participating in market research for client briefings and in the brainstorming idea sessions to come up with strategic initiatives and organizing the client's plans by outlining daily activities based on the service level agreements.
- Assisting key account executives with digital ads for clients such as Picon, UNHCR, infra tech, Amideast, AUB, Chicken Doux, JBS, Sadia, Sohat, DIFC and Tanmiah.
- Participating in the delivery meetings regarding above the line and below the line campaigns.
- Participating with the team's discussions regarding the communication, engagement and pricing plans they want to work on, in order to understand client's requirements and in return strengthen that relationship.
- Coordinating the communication process to facilitate the flow of information between the appropriate account executives, in order to ensure that the creative team are able to follow a timely delivery system of client deliverables.

**Volunteering in MENA Organization for Services, Advocacy,**

Jan 2018 – Oct 2018

**Integration, and Capacity Building Intern (MOSAIC)- Beirut, Lebanon**

- Participated in trainings, lectures and workshops concerning human rights and addressing their issues in Lebanon
- Took the initiative to organize marketing campaigns for the Mosaic Youth Program.
- Conducted fundraising activities for the MOSAIC'S Youth program

**Marketing Intern- CraveHome- Beirut, Lebanon**

Jan – Apr 2018

- Developed a comprehensive market survey and analytics to get insight about college students eating habits, which comprise of their behavior and demographics.
- After collecting this comprehensive data, marketing strategies were done, in order to ensure customer retention and strengthen customer's lifetime value.
- Developed offline marketing strategies on field, such as distributing flyers on university campus and different dorms, while also working on referrals and influencer marketing, in order to increase brand awareness and engagement.

**EXTRA CURRICULAR ACTIVITIES**

**Ritter Sports interuniversity competition- Fernand Hosri Holding Co.**

Apr 2018

- Developed a complete marketing strategy focusing on integrated marketing communications to raise awareness towards the brand and increase market share

**Lion Cereal Case Study competition at LAU- Nestlé**

Dec 2017

- Developed a complete marketing strategy to increase brand awareness and change attitude of consumers from not having breakfast to specifically selecting Lion Cereal

**Member of the Psychology Club- LAU**

Sept 2017-May 2019

**Varsity Soccer team- American Community School at Beirut**

June 2016

- No guts, no glory award

**Women's empowerment workshop- American Community School at Beirut**

Jan 2014

- Participated in this workshop to improve women's leadership skills

**Community Service in various organizations**

- Dar Al Ajaza, volunteered in helping with the elderly by various activities  
Community Service in Sri Lanka, Bali, Nepal, Jordan at Sister School with ACS

Sept 2012- June 2016

## **Achievements/Certificates**

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Certificate of completion "Social Media Marketing" by HubSpot	2020
Selected 4 <sup>th</sup> winning team in the Ritter Sports Fernand Hosri Holding Co. interuniversity competition.	2018
Certificate of participation "How to take your business online" workshop by blogger Lana ElSahely.	2018
Certificate of completion "How to get ahead in advertising" workshop by Impact BBDO company.	2018
Certificate of completion "Intellectual property" workshop by Sader & Associates company.	2018
Certificate of completion "Business planning & ROI" workshop by Vanguards Consulting company.	2018
Certificate of completion "The art of pitching" workshop by Berytech company.	2018
Certificate of completion "Telling is not selling" workshop by J. Walter Thompson Advertising company.	2018
Selected 2 <sup>nd</sup> winning team in the Lion Cereal Case Study competition with Nestlé at LAU.	2017

## **SKILLS**

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Computer: Microsoft Office Pack, Photoshop, Illustrator and QM Software for Windows

Languages: Fluent in English and Arabic

Other Skills: Problem Solver, multi-tasker and innovator