



Charly Feghali

Business Development Coordinator

I am a French trilingual person with diversified experiences: from intergovernmental organizations to startups which helped me build effective speaking and communication skills. I am a firm believer that integrity and teamwork are the main reasons for fruitful achievements in companies. Proud to be an HEC Paris Affiliated Partner Alumni.

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WORK EXPERIENCE

Business Development Associate Topotrade.com

01/2020 - 03/2021 Paris, France Remotely

E-commerce marketplace for land-surveying equipment

Achievements/Tasks

- Expanded the network of dealers in the MEA region.
- Analyzed, updated the distribution and after sales model leading to an increase by 20% of sales.
- Implemented and executed the marketing plan & strategy in the MEA region.
- Established KPI's for new projects within Topotrade.

Supply & Logistics Intern UNICEF

06/2019 - 12/2019 Beirut, Lebanon

Achievements/Tasks

- Supported procurement unit to evaluate tenders and development of contracts.
- Consolidated invoice payments with suppliers and internal programme sections.
- Conducted regularly checks of warehouses physical inventory and reconciliation online with the UNICEF inventory management system.
- Monitored fuel distribution & back to school campaign as part of the education and winterization program.

EDUCATION

Masters in Entrepreneurship & Innovation (MENT)

ESA Business School and HEC Paris

09/2020 - 07/2021 Beirut, Lebanon

Courses

- Strategy for entrepreneurs.
- Design Thinking for Innovation.

Masters in International Management (MIM)

ESA Business School and IAE Poitiers

09/2018 - 07/2020 Beirut, Lebanon

Courses

- Corporate Strategy
- Leadership & Negotiation
- Organizational Behavior
- Graduated with honors

Bachelor in Business and Management Université Saint-Joseph (USJ)

09/2015 - 06/2018 Beirut, Lebanon

SKILLS

Market Research

Public speaking

Trilingual

Business Planning and Strategy

MS office and Hubspot

Presentation

EXTRA CURRICULAR & VOLUNTEERING

Class representative in the MENT program
(09/2020 - 07/2021)

2nd place in INJAZ innovation camp in partnership with Deloitte and Berytech (05/2017 - 05/2017)

- Resolved environmental issue for Lebanon and Human resources solutions for Deloitte.

Founder of an academic student movement
(09/2017 - 06/2017)

- Founder of the movement and ran for student council presidency at Université Saint- Joseph (USJ).

OTHER EXPERIENCES

Education Facilitator - PADILEIA
(05/2020 - 10/2021)

Facilitator of the courses: Introduction to Business and Management & Entrepreneurship from Business Idea to action.

Digital Consultant - ESA Business School
(02/2021 - 07/2021)

Created customized and implemented a digital platform gathering all the tools used by the university with personalized training for the employees.

Business Development Consultant - Maison de l'Arome (10/2020 - 01/2021)

Implemented their new high end Gherkin product line including business plan, financial projections branding and go-to market strategy.

LANGUAGES

French

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

Arabic

Full Professional Proficiency

ACTIVITIES

Football

Squash

Racing sports

Reading detective and history novels