

# Karim M. Zaarour

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## EDUCATION

### AMERICAN UNIVERSITY OF BEIRUT (AUB), Beirut, Lebanon

Sept 2017- June 2020

**Bachelor's in Business Administration** – Concentration in Business Information and Decision Systems (BIDS) – GPA: 3.5/4.0

- Honors List in Fall 19-20
- **Relevant Coursework:** Data Analytics, Operations Management, System Development and Database Design

### Lycée Abdel Kader (LAK) Beirut, Lebanon

Sept 2003 - May 2017

- Official French Baccalaureate Certificate, Life Science

## EMPLOYMENT EXPERIENCE

### Rent-à-porter, Beirut, Lebanon

Sept 2021 - Dec 2021

#### Digital Marketing

- Supported marketing campaign planning and execution using Facebook Ads Manager.
- Analyzed campaigns' results on several target audiences to maximize revenues using Microsoft Excel tools.
- Designed social media contents and answered customer's comments or questions on different marketing channels.

### Lemonade Fashion, Beirut, Lebanon

Nov 2020 - Aug 2021

#### Ecommerce Associate

- Created and managed link building strategies, content marketing strategies, and social media presence.
- Assisted in the creation of written, video, and image content for marketing channels using Adobe Photoshop and Adobe Illustrator.
- Monitored social media posts, promotional emails, and other marketing collateral.

### We Grow Minds (WGM), Beirut, Lebanon

Sept 2019 - July 2020

#### Customer Relationship Management (CRM) Officer

- Assisted in new launch preparations, analyzing data, and testing software such as ZOHO CRM.
- Acquired customer data and analyzed the information taken to create and deliver the optimal service possible.
- Involved in the creation of the website.

## EXTRACURRICULAR ACTIVITIES

### POWER-M, Beirut, Lebanon

June 2021 - Present

#### Founder

- Managed all the Ecommerce initiatives to ensure maximum customer acquisition and revenue production.
- Introduced the new product, Power-M Theragun, to different target audiences.
- Worked on different paid marketing campaign to increase brand awareness and maximize sales.

### Freelancer, Beirut, Lebanon

May 2021 - Present

- Project 1: Competitive Intelligence Report – Sage Therapeutics Inc.
- Project 2: Website creation for an Ecommerce store: Hypelace.co using Shopify.
- Project 3: Data Analytics & Statistics using Microsoft Excel.

### AUB Youth Club, Beirut, Lebanon

Sept 2018 - May 2020

#### Active Member of the Executive Committee

- Assisted and planned the club's activities in OSB.
- Helped in choosing the candidates for the elections.

#### Student Representative Committee (SRC) at OSB (Elected Member)

- Represented the students' needs in a weekly meeting.
- Improved the OSB faculty in different areas.

#### Student Affairs at OSB

- Handled the different problems faced by the students concerning their courses, professors or personal problems.
- Assured the smooth running of the largest student-run event in Lebanon while being responsible for transportation, safety, and control of goods.

### Enfants du Soleil, Beirut, Lebanon

July 2017 - Aug 2017

#### Volunteer

- Helped and took care of children by engaging in different activities.
- Communicated with children's parents in to maintain good relationships and effective communication channels.

## SKILLS

- Google Certificate in **Google Analytics**
- **Languages:** Fluent in **English, French, and Arabic**
- **Computer skills:** - Advanced Excel Skills, Microsoft Word, Microsoft PowerPoint
  - Adobe Photoshop & Adobe Illustrator