



## Tala Jawad

AMBITIOUS  
RELIABLE  
CONSISTENT  
HARDWORKING  
PROFESSIONAL

### How to reach me:

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Beirut, Lebanon

### Skills

Decision making

Team work and leading

Problem and conflict solving

Target oriented and result driven

Time management

### Hobbies

✈ Traveling  
📖 Reading  
🎵 Music  
🏃 Sports

### Events and awards

- The 4th Lebanon International Oil&Gas Summit 2018.
- Sheik Mohammad Bin Rashid Al Maktoum business award club- Dubai 2017.
- The Bizz award Venice - Italy 2014.
- Arabian Business Award - Dubai 2013.

### Summary

Highly focused, passionate and knowledgeable with good experience in providing the best quality of service for clients. Accustomed to addressing the changing market needs while maintaining good coordination and communication skills with colleagues and superiors. Able to consistently achieve objectives through management and commitment to customer satisfaction. Build lasting business relationships through performance and credibility.

### Educational Background

#### Lebanese University 2005

Bachelor of Science

- Specialization: Hospitality and Tourism management.

#### Lebanese baccalaureate degree

- Sociology & economy 2001

### Training Certificates

- March 2009: Leading & empowering performance groups and teams.
- July 2005: The art of sales techniques. Innovation and new techniques in HR Management.
- August 2004: Customer relation management
- July 2004: achieving excellence in quality customer care.

### Languages

Arabic ●●●●●  
 English ●●●●●  
 French ●●●●●  
 Spanish ●●●●●

### Professional Experience

#### Social Media Expert May 2020 - Current time

- Lead, Plan and Negotiate media plans across all touch points (online and offline).
- Measure and report performance of all digital marketing campaigns, and assess against goals (KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Establishing our web presence to boost brand awareness.
- Suggesting and implement direct marketing methods to increase profitability.

#### Social Media and student studies Consultant

Education Basket Jan 4 2016 - Jun 18 2018

- Ensure full Integrated Communication aligning with all universities partners with the process of application.
- Lead and develop Digital and Social Media Communications to ensure greater knowledge and adoption among the academic community.
- Provide content to increase awareness about all available and trending academic programs.
- Provide expertise, and best practice guidance across the key pillars of digital Marketing.
- Provide input on championing the philosophy and the company mission, tools development & providing executional knowledge on best practice creating & sharing of content.

#### Training supervisor & coordinator for Eurotechintl company in Lebanon & Kuwait 2007-2017

- Communicating with managers to identify training needs and mapping out development plans for teams and individuals.
- Managing, designing, developing, coordinating and conducting all training programs.
- Select appropriate training methods or activities (e.g. simulations, mentoring, on-the-job training, professional development classes)
- Market available training to employees and provide necessary information about sessions.
- Design, prepare and order educational aids and materials
- Gather feedback from trainers and trainees after each educational session
- Maintain updated curriculum database and training records.
- Host train-the-trainer sessions for internal subject matter experts
- Planning, appraising performance; disciplining employees and resolving problems.

#### Office and training supervisor at Brain Power institute. 2005-2007

- Execution of all the operations needed for the training workshop and seminars
- Provide guidance, support, identify development needs, and manage the reciprocal relationship between the client and the organization to ensure an effective operational workflow.