

# TAREK ANTABLI

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## EDUCATION

**American University of Beirut.**  
**Bachelor's degree in Business Administration with a concentration in Finance**  
**Lycée Abdel Kader, Beirut**  
**French Baccalaureate in Economics**

- Head of Student Committee

**Sept 2019 - Present**

## EXPERIENCE

### **Petcrete Fibers**

**May - Jul 2021**

#### **Marketing / Business Developer Internship**

- Conducted a self-evaluation of Petcrete Fibers by leveraging tools such as PESTEL and SWOT in addition to analyzing the competitiveness of the concrete market in order to develop an action plan to enhance the positioning of Petcrete Fibers.
- Developed marketing content based on the services provided by Petcrete Fibers to attract new customers.
- Collected qualitative and quantitative data as a means to build a well-defined business plan, which includes the forecasting of the company's financials for the upcoming 12 months.
- Delivered the company's pitch deck presentation after meeting with the different stakeholders to retrieve the required information and data.
- Pitched the company's offering to potential investors seeking to acquire a 20% equity while funding the startup for the upcoming 3 years.

### **Bank Med**

**May - June 2017**

#### **Managerial Intern**

- Job Shadowing employees working in different functions, thus gaining knowledge about deposits and withdrawals, currency exchange, forex trading, and wealth management.

### **Enfant Du Soleil**

**Jul - August 2016**

#### **Summer camp instructor/monitor**

*One of the most well-known summer camps in the area; EDL was in Movenpick Hotel, Beirut.*

- Monitoring and coaching children aged between 9-12 years old performing sports activities.

## EXTRACURRICULAR ACTIVITIES

### **Drop shipping Store - E-commerce**

**Jul- Sept 2020**

- Identified the leading e-commerce market, the products and suppliers based on Facebook audience, Google search volume, trends to build an online store.
- Built an online store from scratch using tools such as AliExpress, Oberlo and Shopify in addition to developing the store's refund and privacy policy.
- Commercialized online store by utilizing Facebook Ads to create conversion campaigns which will redirect customers directly to the product they are interested in on the website.
- Analyzed data collected from Facebook Ads such as CPM and CPC to segment existing products by value created.

### **Volunteer work after the Beirut Blast**

**Sept 2019 - Oct 2020**

- Helped family reconstruct after the blast. Cleaned and vacated over 10 destructed apartments in Gemayze and Mar Mekhael.
- Volunteered with a team on delivering and packing 100s of boxed up goods.

### **Balsam**

**Summer 2018 & Summer 2019**

- Boxed, delivered food and beverages to more than 50 families in two summers.
- Communicated and asked for feedback on how their situation is so we could try and get more help.

### **Committee President of the 2018-2019 Class Year**

**Sept 2018 till May 2019**

- Elected president of the student body.
- Surveyed and analyzed 100+ opinions so that each decision that runs by the committee is looked over in result making students satisfied.
- Responsible for planning the graduation, the prom and multiple events that happened all year long.
- Communication experience, while closing deals related to prom, graduation, and multiple sponsors so they can help us during the events.

## SUMARRY SKILLS

- Language: English: Fluent; Arabic: Fluent; intermediate reading and writing; French: Fluent
- Proficient in Microsoft Office (Excel, Word, PowerPoint)
- Competencies: Excellent communication, leadership, and problem-solving skills
- Facebook Ads/Drop shipping

## HOBBIES

- Football player and team captain of Lycée Abdel Kader last two years of high school
- Golf, Tennis, Football. Following the latest news in Politics, Technology.