

ABDELGHINI EL SABBAGH

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OBJECTIVE

Seeking an entry-level marketing position where I can implement my strong problem-solving, persuasive, and negotiating skills to contribute to the overall success of a company.

EDUCATION

Lebanese American University (LAU) Beirut, Lebanon <ul style="list-style-type: none">Bachelor of Science in Business Studies –MarketingMajor GPA 3.5Cumulative GPA 3.26	2018 – 2021
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WORK EXPERIENCE

A2Z-MENA media group – Content Publisher <ul style="list-style-type: none">Publishing social media content (static images, carousels, videos, stories and reels)Help in preparing content for social media accountsHelp in preparing social media strategiesPreparing social media reports	July 2021 – Oct2021
Rise holding group – Sales specialist (intern) Toronto, Canada (Remotely) <ul style="list-style-type: none">Helped in building the Sales Department and managing the sales processesHelped in designing the packages and promotions of productsContacted potential and existing clients and presented products in order to generate new leads	Feb 2021 – Mar2021
Showcase Auto & Truck – Digital Marketing and sales Intern Swansea, MA, USA (Remotely) <ul style="list-style-type: none">Supported the Digital Marketing Manager in refining social media strategy and best practicesAssisted in managing social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube)Monitored editorial calendar to ensure timely, relevant, and engaging contentPrepared weekly updates and reports to track growth and success rates of campaignsKept abreast of new social media trends to adapt accordinglyIdentified influencers (internal/external) and engaged them in brand activities	Nov 2020 – Feb2021
SchemaZone – Marketing Specialist Intern Toronto, Canada (Remotely) <ul style="list-style-type: none">Prepared a detailed marketing plan for an online website for kids' luxurious clothing and fashion in the US and North AmericaBuilt different marketing campaigns to ensure successful launching of the online platformDeveloped and designed social media videos and posters	Aug 2020 – Sept 2020
Lebanese American University – Campus Comptroller Assistant Beirut, Lebanon <ul style="list-style-type: none">Analyzing university's financial figures and key performance indicatorsPreparing payrolls and monthly expenses	Sept 2018 – Mar2020

CERTIFICATES

Inbound Marketing – **HubSpot academy**
Maharat Min Google Certificate – **Google Dubai Home Office**

EXTRACURRICULAR ACHIEVEMENTS

Shaabe Masouleyati – Member Participated in cleaning Beirut streets after the 4 th of August Beirut Port Explosion	2020
LAU Economic Club – Member Prepared events to raise awareness about the economic situation in Lebanon and finding solutions to fix the corruption issues	2018 – 2020
Bekaffi Khof – Member Helped in cleaning Abra streets and houses after a massive clash between the Lebanese army and extremist groups	2013 – 2014

SKILLS

Languages: Arabic – Native | English – Fluent | French – Fluent | Italian – Beginner
Business Skills: Critical Thinking, Analytical, Communication, Problem Solving
Software Skills: Microsoft PowerPoint | Microsoft Excel | ZOHO CRM
Hobbies: Basketball | Soccer | Reading | Chess