

Oussama Ghamlouché

Objective: To constantly learn and develop in the marketing area, while wishing to specialize in branding, sales management and development. I also aim to acquire the necessary skills and experience in the industry will help with developing sustainable methods of driving the business forward.

GET IN TOUCH



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Address: Beirut, Lebanon.

Activities

Arab Society, University of

Plymouth: Co-Founder and
Organizing Committee Member

Basketball society, University of

Plymouth: Member

Debate Society, University of

Plymouth: Member

Skills

- Strong analysis, problem solving, interpersonal and communication skills.
- Data management and analysis (SPSS).
- Proactive team member with a strong sense of leadership.
- Flexible and adaptable to changing circumstances.
- Languages: Fluent English, Fluent Arabic.
- IELTS: 7.0.
- Proficient in Mac OS and Windows.

Marketing Intern

Jan-Jul 2021: Fouani Group, Beirut, Lebanon

- Conducted market research to find answers about consumer requirements, habits, and trends.
- Developed ideas for creative marketing campaigns.
- Promoted products and content over social media in a way that is consistent with the organization's brand and social media strategy.
- Suggested new ways to attract prospective customers, including promotions.

Corporate Banking Intern

Aug-Sep 2019: Byblos Bank Corporate Branch, Beirut, Lebanon

- Assisted in setting up new accounts with team of associates.
- Effectively marketed products and services to existing and potential customers.
- Assisted the tellers when necessary to service customers and reduced wait time.
- Processed a variety of customer transactions accurately and efficiently.

Retail Banking Intern

Jul-Aug 2018: Bank Audi Head Office, Beirut, Lebanon

- Assisted with organizing various events and social media marketing tasks for "Spring account" holders.
- Responsible for creating new account information for the week and submitting a report to management.
- Participated in weekly lectures to raise awareness on different departments operating at the bank as well as their benefits.
- Cross selling private banking, credit card, e-banking and loans.
- Pitched new banking products to management relating to the Lebanese student population.

Education

2016-2020 University of Plymouth – Plymouth, UK.

Bachelor of Science: Marketing

Grade Achieved: Second Class Honors – Upper Division

High School Diploma

2015-2016: European Global College – Salmiya, Kuwait

2013-2015 Gulf English School – Salmiya, Kuwait