



RIDA ABOU GHAYDA

PROFILE

Well organized, creative, and proven marketing professional. Experience working with and across sales teams and well as external clients and agencies on creative, editorial, strategic, and tactical levels. Significant negotiation experience. Track record of delivering unique and effective content. Impressive history of planning and executing marketing campaigns.

CONTACT

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SKILLS

Communication	1
Sales Strategy	1
Social Media Marketing	1
Gathering And Interpreting Data	0.75
Webmaster Tools	1
Google Analytics	1
Adobe Creative Suite	0.75

WORK EXPERIENCE

FOUNDER AND OWNER
UMBRELLA MARKETING AGENCY
MARCH 2022 - PRESENT

Started own business related to my major and passion. As a marketer and writer always felt the need to express and help others progress and improve. Adding to all of this 10 years of customer service and interaction experience. As a startup, umbrella offers social media marketing services (SMM) in order to enter other marketing fields in the future. Umbrella started to acquire clients which all become part of its community. The core value is to implement and practice marketing throughout all the business operations as art and science.

RESEARCHER AND WRITER
GRADE HIRO COMPANY
JANUARY 2022 - PRESENT

Joined grade Hiro as researcher and writer helping college students through their projects and reports. Similarly, handled many senior marketing projects ensuring passing grades for the students.

FIRST INSPECTOR
GENERAL SECURITY FORCES الامن العام اللبناني
SEPTEMBER 2013 - PRESENT

- Managed to gain a great customer service experience throughout years of service
- Successfully finished Microsoft Office tutorial
- Successfully finished two First Aid workshops

- Acquired great accounting skills
- Acquired great management skills
- Managed to be disciplined, accurate, and responsible
- Present place of work: Port of Beirut (since 2015)

MANAGER

DOMINO'S PIZZA – AL-SHOUF BRANCH

JUNE 2012 – AUGUST 2013

- Conducted the marketing strategy of the business
- Coordinated all employees details and issues
- Prepared all financial statements for Accounting Department
- Recruited several assistant managers

EDUCATION

BACHELOR IN MARKETING

LEBANESE INTERNATIONAL UNIVERSITY – LIU -

2019 – 2022

Related Courses:

- Customer Service
- Digital Marketing
- Sales Management
- Customer Behavior
- Global Marketing
- Marketing Principles
- Affiliate marketing
- SEO Optimization

Successfully finished many courses related to marketing from different resources with certificates upon request.

BECAME AN EXCHANGE STUDENT

(YES PROGRAM)

2009 – 2010

Successfully finished junior high school year in Tucson, Arizona, USA living 12 months with an American Host Family

BACCALAUREATE, SECOND SECTION

GENERAL SCIENCE

2010 – 2012

RELATED ACTIVITIES

- | | |
|----------------|---|
| 2019 – Present | Created and managed my own Facebook Page to promote my Writings(#عني_و_عنك) |
| 2010 – 2012 | Volunteered at the Red Cross Service |
| 2009 – 2010 | Conducted more than 100 hours in community service in the USA |

❖ REFERENCES AVAILABLE UPON REQUEST