

Personal Profile:

Date of birth: 22-January-1997

Nationality: Lebanese

Languages: Arabic, French and English

Education:

- **Bachelor in Advertising**
Lebanese International University
2015-2019

Experience:

- **Marketing Intern; Calia Group**
May 2022- present
 - Giving input on marketing initiatives and suggesting creative ways to improve the brands' public image
 - Creating engaging content for media releases and social media platforms
 - Adapted marketing plans based on the targeted audience's characteristics and domain needs researches
 - Creating printed marketing materials supported with shops' visuals
 - Customer service via social media and calls
 - Collaborating with the marketing manager to plan an opening and activations for several brands
- **Sales Associate; Pearl Brands**
Michael Kors; Polo Ralph Lauren; Kids Around | 2018-2021
 - Maintained records related to sales, returns and inventory availability
 - Tracked stock using company inventory management software
 - Implemented up-selling strategies such as recommending complementary purchases to boost revenue

➤ **Promoter; Café Najjar**

June- September 2017

- Provided all the needed information and features on promoted products
- Engaged with customers/shoppers to discover their wants and needs
- Submitted daily sales report to extract the number of closed deals, client conversations, opportunities created, and other sales-related KPIs
- Consistently seeking new product knowledge

Interpersonal Skills:	Technical Skills:
<ul style="list-style-type: none">○ Strong communication skills○ Creativity○ Multitasking○ Self-motivated○ Problems solving	<ul style="list-style-type: none">○ Facebook Ads○ Microsoft Office○ Outlook○ Canva

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