



MOHAMMAD-ALI EL DIMASSI

EDUCATION

Lebanese American University

2017 - 2021

Graduated from the Lebanese American University with a BS in Business Studies with emphasis in Marketing.

Completed Pre-Med major courses (Previous Major).

WORK EXPERIENCE

NOKNOK: Commercial and Marketing Internship (June – August 2020)

- Monitoring items and performing frequent market research on competitive applications and e-commerce platforms for the market study.
- Performing market studies and competitive analysis tasks meticulously and in a time-efficient manner.
- Extensive training on the ERP system (creating purchase orders, matching invoices, and updating costs and RSP).
- Contributing to the development of marketing strategies.
- Designing and implementing marketing plans with third party agency.
- Answering all client queries about product specifications and uses.

Munchease Diner Ad campaign (September – December 2018 Part Time)

- Completed market research for the industry on a national level.
- Extensive research to the market analysts to define target audiences and their interests and needs.
- Created flyers, stickers, and online advertising supporting the campaign message.
- Developed and executed both internal and external marketing research programs in support of the company's strategic marketing plan and vision.

Marketing Assistant– Blue House Tea (September - December 2020)

- Completed market research for the industry on a national level.
- Extensive research to the market analysts to define target audiences and their interests and needs.
- Helped with online advertising supporting the campaign message.
- Developed and executed both internal and external marketing research programs in support of the company's strategic marketing plan and vision.

EXTRACURRICULAR ACTIVITIES

Member of LAU's Music and Red Cross Clubs (Sept.2017-Sept.2019)

Inbound Marketing (certification)- HubSpot

Fundamentals of Digital Marketing (certification)- Google

Volunteer at Crosstalk (September- Dec.2021)

CONTACT

PHONE: 0096171686126 **EMAIL:**
mohammadali.dimassi@gmail.com **DATE**
OF BIRTH: 10/11/1998 **NATIONALITY:**
Lebanese

SKILLS

- Social Media Communications.
Social Media Advertising.
Advertising Campaign, Creative
Marketing; Basic Knowledge in
Photoshop / Affinity Photo;
Microsoft Suite proficiency.
- Fluent in English and Arabic.
Working proficiency in French
Resource Planning (**ERP**) software
- Initiative, Dependable, Analytical
Ability
- Efficient Management and
Organizational Abilities
- Good problem-solving skills and
thinking, teamwork ability,
motivated, and hard working
- Open minded to work in complex
and challenging environments