

# GINO KARAM

## MARKETING COORDINATOR

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Beirut, Lebanon, Beirut, 00961 (LB)

## PROFILE

High energy and hardworking person, proven experience in banking and customer relations, attentive and passionate creating a positive environment. Accomplished my BS in business administration that covers many fields such as marketing, accounting, finance, management, and forth. Currently enrolling a masters' degree in Marketing and Advertisement.

## SKILLS

- Critical Thinking
- Problem-Solving
- Creativity
- Stress Resistance
- Strong Communication skills
- Time Management

## EXPERIENCE

### MARKETING COORDINATOR - INTERN

B27 management -Sight Sunset Bar - Apr 2022 till Jun 2022

- Evaluate and monitor campaign performance on an ongoing basis and create comprehensive reports
- Determine what content will reach customers
- Help identify target audiences and plan media campaigns
- Prepare schedules and adjust reports when needed

### SENIOR ACCOUNT OFFICER

**Credit Bank. Beirut, Lebanon - Sep 2018 - Present**

Back office and treasury department: - Oct 2021 - Present

- Conducting foreign currency operations as well as Inter-bank and Intra-bank transactions
- Liaising and networking with a range of stakeholders, including customers, employees, CEOs, and managing customer relations.

Corporate department - Feb 2021 till Oct 2021

- Building relationships with new and maintaining existing accounts to drive revenue growth.
- Produced reports for management and shareholders to easily understand company direction.
- Originated, reviewed, processed, closed, and administered customer loan proposals.

Transfers and payments department - Sep 2018 till Feb 2021

- Producing monthly reports to assist management with operational decisions.
- Resolved strategic and tactical issues impacting the operational system.

### SALES MERCHANDISER -INTERN

L'Oréal. Beirut, Lebanon - Jul 2017 till Sep 2017

- Merchandised new stock to appeal to customers, grab attention and drive sales
- Monitoring inventory levels and keeping adequate stock in product displays on the sales floor.

### TELEMARKETING -INTERN

Khalil Fattal et Fils. - Feb 2017 till Apr 2017

- Attended customer relations training program.
- Took part in the sales training program.

## EXTRACURRICULAR ACTIVITIES

- Active member of the permanent peace movement- PPM.
- Member of Scout National Libanais (2010-2015)

## LANGUAGES

|         |                 |
|---------|-----------------|
| Arabic  | Native Language |
| English | Fluent          |
| French  | Fluent          |
| Italian | Beginner        |

## EDUCATION

### MASTER'S DEGREE IN MARKETING AND ADVERTISING

Saint Joseph University-IGE

Sep 2021-Present

### BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

Saint Joseph University-FGM

Sep 2015-Jul 2018

### HIGH SCHOOL-GENERAL SCIENCE

Collège Notre Dame de Mont Carmel

Jul 2015