

Mary Abi Mansour

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SUMMARY

“Never say never.” As a passionate and determined marketing and communication professional with 5 years of expertise in diverse environments and innovative projects from a strong analytical and creative skills across various industries. Embracing diversity and striving to create positive change. My commitment and strong moral compass drive me to achieve my goals and make a meaningful international impact.

KEY ACHIEVEMENTS

- Winner of the best communication/marketing plan-strategy for EV Charger system of Gargour Automotive Company S.A.L.
- Thesis Project on Vegan Tourism: “Les Végageurs, une nouvelle forme de tourisme?”

EDUCATION

Master MI degree in Marketing and Advertising – Université Saint Joseph de Beyrouth | 2023-2024

Bachelor degree in Marketing and Advertising – Université Saint Joseph de Beyrouth | 2019-2022

EXPERIENCES

Ecommerce Marketing Manager | DI LUSSO Jewelry | JUL 2024 – JAN 2025

Led the Marketing Department and managed brand positioning. Conducted brand Management, market analysis & strategic growth planning. Creative Direction and Strategy. Social Media Management. Website Management & Ecommerce strategy, innovation and planning. Data Analysis and Reporting.

Marketing Executive Freelance | PURE HOUSE | Aug 2020 - Present

Developed the Marketing and Communication Department. Strategic Planning. Communication Management. Market Research and Analytics. Innovation and Brand Growth.

Operations Assistant | United Nations Development Program | MAY 2023 – MAY 2024

Serve as the focal point for the SDG Climate Facility regional project and PIP1 Tackling Poverty & Inequalities. Coordinate program activities and ensure alignment with regional objectives and priorities in terms of Operational Support. Administrative Task. Event Organization. Travel Procedures.

Project Manager Freelance | SARANI STUDIO | AUG 2023 – SEP 2023

Led cross-functional teams, including designers ensuring project-advertising completion.

Marketing Executive | MINDFLARES AGENCY | FEB 2023 – MAY 2023

Responsible of the Marketing Department, development plans and executions. Conduct digital marketing Strategies. Website Development Management and Strategies. Consumer Behavior Study and Marketing Research/Market Analysis. Provide Strategic consulting for marketing innovations.

MARKETING INTERNSHIP

- **Marketing & Ecommerce Internship** | **EMILE RASSAM** | AUG 2022-JAN 2023.
 - **Digital customer experience Internship** | **AZADEA GROUP** | JUN 2022-JUL 2022.
 - **Marketing product development Internship** | **MALIA GROUP** | JUL 2021-SEP 2021.
 - **Marketing & Sales Internship** | **HUmanagement agency** | JUL 2020-AUG 2020.
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CERTIFICATES

United Nations Youth Volunteer Workshop	APR2024
Green Marketing Challenge	United Nations System Staff College JAN 2024
Digital Marketing	Amideast FEB 2023
Exercising Leadership: Foundational Principles	Harvard University JAN 2021
Introduction to Diamonds	Swiss Gemological Institute SSEF NOV 2021

SKILLS

- Microsoft Office suite & Adobe Photoshop.
- Market Research & Data Analysis Software SPSS.
- Video conferencing tools, Marketing & Google software.
- United Nations Software.
- Creative & Analytical Thinking.
- Communication & Public speaking.
- Time management, Detailed-oriented, under pressure & pro-active.

LANGUAGES

English, Arabic, French (Fluent).
Turkish (Intermediate).
Italian, Spanish, Chinese (Basic).

INDUSTRIES EXPERIENCE

- Intergovernmental organization (UNDP)
- Luxury & Fashion (Jewelry, Tourism, Hospitality)
- E-commerce & Digital Innovation (UX/UI, Metaverse)
- Sustainable development & Green Marketing

REFERENCES

- Maya Beydoun

03883395 | United Nations | maya.beydoun@undp.org

- Mia El Kahi

03247069 | Université Saint Joseph de Beyrouth | mia.safi@usj.edu.lb

- Charbel Sejaan

03372611 | MINDFLARES Agency | charbel@mindflares.com

- Joelle Chebli

03101434 | Université Saint Joseph de Beyrouth | joelle.mhanna@usj.edu.lb
