

Charbel Karam

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Marketing & Business Development, Manager

Strategic Marketing & Business Development professional with 7 years of experience in business optimization across a broad range of marketing disciplines and industries. Entrepreneurial and result focused by nature with a proven track record of combining vision and knowledge with well-developed project management and leadership abilities to support strategic partnership development, content creation, product launches and business development initiatives to set organizations, brand and products up for success.

Areas of Expertise

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|--------------------------------|---------------------------------|-----------------------------------|
| • Project Management | • Content Marketing | • Presentations & Public Speaking |
| • Customer Relationship | • Brand Development & Marketing | • Verbal & Written Communication |
| • Marketing/Management | • Business Development | • Growth Hacking |
| • Performance Marketing | • Product Management | • A/B Testing |
| • Team Building & Leadership | • Social Media Management | |
| • Public/Investor Relationship | | |
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Professional Experience

Bridge. Outsource. Transform (B.O.T) | Beirut, Lebanon – [Website](#)
Managed Outsourcing Service provider. Startup launched in October 2017.

March 2018 - Present

Marketing & Business Development Manager (Jan 2020 – Present)
Marketing Manager (Mar 2018 – Dec 2019)

Recruited to create, develop and implement the brand and marketing strategy of the startup. Managed a team of creative suppliers including designers, copywriters and content developers to create awareness and generate leads. Lead the international market penetration of the company, as well as the development of a strategic partnership strategy.

- Managed the branding exercise of the company including a social media content and engagement strategy as well as a communication strategy with leads.
- Developed and launched a business development strategy of the company including an ambassadorship program, international market penetration, client relationship marketing and client acquisition strategy.
- Served as the spokesperson of the company in local and international events.
- Managed marketing and business development personnel.

Digital Opportunity Trust Lebanon | Beirut, Lebanon – [Website](#)
International nonprofit organization working towards education in digital literacy and social entrepreneurship.

Oct 2017 - Present

Marketing Communications Manager (Feb 2019 – July 2021)
Marketing Communications Officer (Oct 2017 – Jan 2019)

Joined the organization to establish a MARCOM unit that supported the organization's growth through raising awareness, enhancing visibility in field activities as well as strengthening donor relations.

- Set and optimized communication budgets and forecasts.
- Increased awareness while enhancing community engagement through the utilization of Facebook solutions.
- Identified and connected with potential business partners to align on visions.

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- Used creative thinking and insights to develop the company's field visibility and competitive advantage which lead to an increase in funding opportunities and collaborations.
- Developed and implemented an internal communication scheme to enhance efficiency.
- Part of the team who developed the organization's Theory of Change and long term impact strategy.
- Developed a Social Media Marketing learning pathway by utilizing a partnership with Facebook's Blueprint team.

SAKR Real Estate | Beirut, Lebanon – [Website](#)

Nov 2016 – Oct 2017

Public Relations, Events & Communication Officer

- Developed the company's CSR strategy.
- Developed the company's events and roadshow strategy.
- Developed the company's press and media engagement strategy which lead to an increase in product awareness and generated leads.

Plus Properties | Beirut, Lebanon – [Website](#)

Jan 2015 – Sept 2016

Senior Marketing Officer

- Developed Online and Offline (ATL & BTL) regional marketing strategies and tactics
- Coordinated regional marketing activities & organized international roadshows and events
- Utilized a network of key influencers (including Press, PR, media buyers and creative firms)
- Executed regional advertising and creative briefs including design, copywriting and PR

Tommy Hilfiger Beirut, ABC Lebanon | Beirut, Lebanon – [Website](#)

Jul 2010 – Nov 2014

Sales Executive in Charge of the Tommy Hilfiger Brand

Personal Projects

Karam Bake – *Family owned Lebanese Boutique Bakery.*

Raven Digital Communications – *Digital Marketing Agency bringing together creatives and freelancers for project execution.*

Education

Masters (MA) in Marketing, September 2014

Thesis Topic: Rebranding and development of one of Lebanon's most influential food chains.

Lebanese University – Faculty of Business and Economics

Bachelors (BA) in Marketing, July 2013

Lebanese University – Faculty of Business and Economics

Languages & Skills

Fully proficient in 3 languages: English, French and Arabic.

Technical skills: Google Products (Gmail, Drive, Docs, Sheets, Forms, etc.), Microsoft Office Tools (Word, PowerPoint, Excel, etc.), Social Media Platforms (LinkedIn, Facebook, Instagram, Twitter), ODOO CRM.

Hobbies

I try to keep my time pretty full with work, however I take advantage of my vacation to travel as much as I can or in outdoor activities such as Hiking, Biking and hosting Barbecues.