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Rida Ammar
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Beirut, Lebanon

EDUCATION

Lebanese American University, Beirut, Lebanon

2016-2019

BS in Business with an emphasis in Information Technology Management

WORK EXPERIENCE

Cross Abroad, Beirut, Lebanon

Feb 2022-Present

Consultant

- Aided international students mainly from MENA countries in regards to choosing their university program, the application process, accommodation and their visa.
- Advised students based on their interest and partner institutions promotion in France, UK, Italy, Germany, and Spain.
- Led a team of 3 members overseeing all aspects of marketing; increasing Instagram and Facebook followers each by 500% which generated 3-month revenue.
- Developed presentations for prospective clients to promote the firm's offerings centred on digital transformation of B2B account management which increased lead generation by 10%.
- Guided students in developing their education and career path focusing on forecasting and factors influencing go-to-market strategy.
- Managed social media accounts, developed communication material, fact sheets, reports, liaised with local, regional, and international media.
- Drafted media advisories, news stories and press releases, assisted in organizing events and in taking photos and videos for media coverage and archiving.

Global Study UK, Beirut, Lebanon

January-September 2020

Education Counselor

- Advised international students mainly from MENA countries in regards to choosing their university program, the application process, accommodation and their visa.
- Guided students in balancing their interests and available partner institution promotions.
- Worked with diverse students, colleagues, and partners in regards to account management, higher education, international marketing, international recruitment, event management, sales force, business strategy, and public speaking.

MERA Ministry of Public Health (NGO), Beirut, Lebanon

February-May 2020

IT Team Leader

- Reviewed records of supervisors and teams on the system.
- Received and documented tablets from UNICEF and supervised configuration/app installation.
- Managed the distribution to the Qada offices, teams and supervisors.
- Designed, implemented, and reviewed dashboards and tested system updates sent by developers.
- Collected feedback from the field and sent a daily report to the project manager.

INTERNSHIPS

Gray Mackenzie Retail Lebanon, Beirut, Lebanon

October 2021-February 2022

Retail Management Trainee

- Acquired managerial and technical skills aligned with the company's values and strategies.
- Received training as an assistant, supervisor, and manager in all company departments.
- Gained experience from diverse departments such as fresh food, FMCG, customer service, receiving and logistics, and learned how to manage a store.

BLC Bank, Beirut, Lebanon

2017

- Processed financial transactions promptly and accurately.
- Communicated professionally with all clients and colleagues.
- Assisted customers in explaining and clarifying the variety of loans.

SKILLS, LANGUAGES, & INTERESTS

Computer skills: Salesforce, ERP, and Microsoft Office.

Languages: Fluent in both Arabic and English.

Interests: Football, reading, and traveling.