

# Georgio Bader

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## About me:

A Digital Marketing Undergraduate student looking for a marketing job. Experienced in community management, and data-driven Ad campaign management. Looking to apply my problem-solving skills to increase engagement and conversion rates, hit and execute project KPIs, attract leads and potential customers/consumers, and bottom-line ROI.

## Experience:

### Project Coordinator

#### Lebanese Red Cross Association

Aug 2023 – Nov 2023

The Lebanese Red Cross Association focuses on providing free and equal emergency healthcare

- Coordinating and admitting individuals into the vaccination center
- Organizing and managing operations until the completion of the project
- Played a key role in ensuring a smooth and efficient process for the community

### Marketing Intern

#### Mcouture US

Jan 2023 – Mar 2023

Mcouture is a startup aiming to introduce Iraqi Djellaba clothing culture to the American market.

- Creating and orchestrating launch marketing campaigns (75% of the budget spent on traffic campaigns to maximize brand reach and awareness, 25% spent on engagement campaigns) that raised brand awareness by 74%.
- Brand Identity creation, materializing the founder's vision and mission into a friendly and appealing design language
- Optimizing internal work-flows and timelines to double the monthly targets

### Emergency Medical Technician (EMT)

#### Lebanese Red Cross Association

Nov 2022 – Jul 2023

The Lebanese Red Cross Association focuses on providing Free and equal emergency healthcare

- Providing critical emergency medical care and assistance to individuals in various situations
- Collaborating with a diverse team to ensure efficient and effective patient care
- Maintaining accurate and detailed documentation of medical interventions and patient interactions

### Assistant Manager

#### Pizze A Cote

Sept 2021 – Oct 2022

An Italian fine-dining restaurant in the heart of Beirut.

- Organized and Managed themed events to increase customer base and to target different interested customers.
- Responsible for the management of cash flow, optimizing operations, and contributing to the achievement of sales and increased profit margins.
- Trained and led a team focused on delivering a monthly sales target, increasing customer retention, and maintaining high customer satisfaction.

## **Certificates and Workshops:**

### **Certificate of Attendance for Banque du Liban and Institute of Finance and Governance Internship**

**Jul 2021 – Jul 2021**

The Lebanese Central Bank

- Shadowing Various Individuals during their day-to-day operation
- Reporting on what I learned over the course of the month
- Developing a new understanding of the scale at which a Central Bank operates

### **Certificat of Attendance for L'Agence Universitaire de la Francophonie (AUF) - Nov 2021**

Challenge to Change Leadership Program

- Participated and demonstrated leadership skills and capabilities through public speaking sessions
- Participated in team-leading sessions to achieve targets and goals under limitations and time frames.
- Managed to deliver short-term projects under short periods of time.

### **Certificate of Participation in LAU MUN (UN program)**

**2017**

As a Delegate and Advisor

## **Core Skills:**

- |  |                          |
|--|--------------------------|
| • English (Fluent), French (Fluent), Arabic (Native) | • Meta Business Suite    |
| • Content Writing                                    | • Google Ads             |
| • Content Creation                                   | • Google Analytics       |
| • Customer Relations Management                      | • TikTok Ads Manager     |
| • Social Media Ad Content                            | • DV360                  |
| • Social Media Optimization (SMO)                    | • Canva, Figma           |
| • Search Engine Marketing (SEM)                      | • Microsoft Office Suite |
| • Programmatic Ads                                   |                          |

## **Education:**

### **Baccalaureate**

**Daughters of Charity School, Specialty Literature**

Sept 2003 – Jul 2018

### **Bachelor's Degree in Marketing and Sales for B2B and B2C**

**CNAM Liban** (*Expected graduation Jul 2024*)