



CHRISTINA T. EL KHOURY

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PROFESSIONAL EXPERIENCE

**Sergeant-major (Digital Marketing Specialist), Lebanese Army
Lebanon**

April 2018 – September 2022

- Planned, developed, and implemented the digital marketing strategy
- Managed the strategy
- Stayed up to date with the latest technology
- Managed the digital marketing budget
- Suggested activities for improving the quality of online content
- Built an inbound marketing plan
- Emailed marketing
- Assisted with daily administrative duties
- Wrote content for emails
- Set targets to achieve them
- Developed and implement campaigns to better lead quality
- Developed effective and integrate marketing
- Worked closely with marketing team

**Sales executive intern, Swiss U Life
Lebanon**

May 1, 2022_ July 21, 2022

- Met and exceeded sales targets
- Created a business from new and existing customer accounts
- Managed complex negotiations with senior-level executives
- Built rapport and established long term relationships with customers

**Telesales marketing, Plan B solution-
Elite club – United Arab Emirates**

March 2022 _ June 2022

- Contacted potential and existing customers
- Informed customers about services using script
- Answered questions about our services
- Understood customer requirements
- Closed sales

**Sales intern, FARAJ AGRITRADING
Lebanon**

February 2021 – May 2021

- Performed administrative and entry level duties
- Conducted research
- Made calls and send emails
- Updated records, attended meeting
- Helped maintain client relationships

Self-employed, Lebanon
Personal trainer

April 2019 – April 2021

- Designed personalized programs and nutritional plans for clients
- Checked all the GYM equipment for proper use and functions, minimized accidents or malfunctions
- Instructed clients on proper equipment use, as well as exercises to do at home
- Advised clients about nutrition and dieting

Administrative assistant, Lebanon
UTRIX SAL

June 2017 – April 2018

- Answered phones and greeted visitors
- Scheduled appointments and maintained calendars
- Scheduled and coordinated staff and other meetings
- Collected and distributed mail
- Prepared communications, such as memos, emails, invoices, reports, and other correspondence
- Wrote and edited documents from letters to reports
- Created and maintained filing systems, both electronic and physical
- Managed accounts and performed bookkeeping

HR Intern, Lebanon
Daher International Food Company

September 2016 - December 2016

- Updated our internal databases with new employee information
- Gathered payroll data like working hours, leaves and bank accounts
- Screened resumes and application forms
- Scheduled and confirmed interviews with candidates
- Posted, updated, and removed job ads from job boards, careers pages and social networks

Saleswomen, Lebanon
Cosmetics Shop

July 2014_ September 2014

- Greeted customers
- Helped customers find items in the store
- Checked for stock at other branches or order requested stock for customers

EDUCATION

2013 – 2017 Bachelor's degree in marketing and advertising.
American University of Science and Technology

LANGUAGES

Arabic: Native, **French, English**