



RACHID MOHAMAD SLEIMAN

Business Development Consultant & Marketing Specialist

Address: Bekaa, Lebanon

Contact No. Mobile: +(961) 3 024470

Email: rachid_sley@hotmail.com

Nationality: Brazilian, Lebanese

Success driven marketing professional specializing in project management, business development and business strategy through the development of an integrated marketing plan using various advertising, public relations and social media strategies. Proven ability to complete negotiations, expand customer base and improve company profit.

EXPERIENCE

Marketing Specialist & Social Media Strategist

Jan 2018 – Present

Freelancing

- Conduct market research to identify customer trends, competitor offerings and demographic data.
- Liaise with creative teams to build branding ideas, graphic designs, promotional materials and advertising.
- Discover effective marketing and promotional channels, including media platforms to be used to relay product messages to customers.
- Investigate the performance of a company's marketing campaigns and strategies through evaluating key performance metrics.
- Create innovative marketing campaigns depending on robust data and present the recommendations.
- Establish and maintain relationships with new and existing clients through networking and prospecting.
- Create goals and objectives in order to approach customers through appropriate marketing channels.
- Help in outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization and content development.
- Develop, implement, and manage social media strategy.
- Generate, edit, publish and share daily content.
- Create editorial calendars and syndication schedules.
- Set up and optimize company pages with each platform, enhancing its online presence.
- Design a digital campaigns aligned with business goals.

Accredited Trainer & Training Programs Development

Jan. 2018 - Present

International Academy for Building Capacities - IABC

- Prepare and implement learning strategies and programs
- Review individual and organizational development needs
- Deploy different kinds of learning methods companywide, such as coaching, job-shadowing, online training.
- Organize e-learning courses, workshops and other trainings
- Monitor the success of development plans and help employees make the most of learning opportunities
- Collaborate with managers to develop their team members through career pathing
- Oversee budgets and negotiate contracts
- Organize hiring and training activities

Business Development Consultant

Jan 2021 – February 2022

Saber Middle East

- Analyse company's business operations to understand its marketing needs
- Conduct marketing research to identify industry trends and commercial opportunities
- Develop new business models for the company
- Develop and implement a marketing strategy according to objectives and budget
- Provide assistance with implementing suggested plans and strategies
- Design branding, positioning, communications strategies and other marketing issues
- Give direction to marketing efforts with the most effective methods and tools
- Design and develop products, services, and tools for trainings and workshops.
- Investigate existing products and services and compare them with competitors
- Educate, train, lead and supervise members of the related department
- Oversee and examine new strategy progress and development
- Conduct complex analysis in order to find new market opportunities
- Build, encourage and maintain long-term relationships with key stakeholders
- Review and monitor strategies of the company as it regards sales, advertising, and marketing.

Training Centre Coordinator

April 2019 – Nov. 2020

CIS Group

- Prepare and analyse end of month reports of branches.
- Developing academic training programs
- Prepare the institution's business plan and develop corporate training centre strategies
- Establish performance goals for the institution and formulate mission statements
- Develop curriculums and outlines of the training courses delivered & recruit trainers
- Collaborate with other external institutions (NGOs – companies – schools-) to provide additional and specialized trainings
- Ensure that projects milestones are met and provide the institution's management with progress reports and updates as needed.
- Submit and follow up the MEHE files and documents.
- Attending and organizing events and sponsorships.
- Develop marketing plans and social media campaigns of institution.

Supervisor & Training Officer

August 2018 – April 2019

CIS College

- Monitor student's progress, track their attendance, prepare and provide related reports
- Evaluate teaching methods, provide performance standards, and ensure that trainers and instructors are competent and motivated.
- Provide guidance and support potential students (student counsellor)
- Ensure the training programs, curriculums and training objectives are met.
- Oversee the annual and semi-annual testing and initiate test preparation for students
- Manage all operations activities of the institution (including staffing, facilities managements, coordination for supplies)

Section Manager

Mar. 2017 – Dec. 2017

Premium Chain Stores

- Manage and motivate team members to increase sales and ensure productivity.
- Supervise employee, prioritize and assign work.
- Maintains staff by recruiting, selecting, orienting, and training employees.
- Implement section goals, objectives, and guidelines.
- Organize special promotions, displays and events.
- Plan, develop and control weekly/monthly/annual Reports.
- Effectively resolve Customer's complaints.
- Daily Business Operation.

Sales Representative

Oct. 2015 – Mar. 2017

Yaldes Door

- Plan and conduct direct marketing activities
 - Make sales calls to new and existing clients
 - Develop and make presentations of company products and services.
 - Negotiate with clients
 - Prepare and present sales contracts
 - Ensure customer service satisfaction and good client relationships.
-

EDUCATION

2012 – 2015	BA in Business Marketing	Lebanese International University
2009 - 2012	BACC II in Life Science	Lala Official High School

CERTIFICATION

October 2021	Public Relations	Global Golden Group
Jan 2021	Coach & Career Advisor	Global Golden Group
June 2018	Public Speaking	International Academy for Building Capacity
December 2017	Training of Trainers	International Academy for Building Capacity
December 2017	Digital Marketing	Intoact Lebanon

MEMBERSHIP

- Member at “Nadi al Ikhaa Lala “
 - Member at Muslim Scout – Lala
 - Member & Training Manager at “A Story of Awareness Association”
-

SKILLS

- Excellent analytical skills.
 - Good communication and interpersonal skills.
 - Excellent leadership and managerial skills.
 - Critical thinking and problem-solving skills
 - Time management and multitasking skills.
 - Ability to work under pressure and motivation to succeed in a competitive environment.
 - Ability to work with teams and collaborate.
 - Computer Literacy. (Word, Excel, Power Point)
 - Virtual & Online meetings Management (MS Teams, Zoom, Google Meet)
 - Design Skills.
-

LANGUAGES

- Fluent in Portuguese, English and Arabic.
 - Moderate in Spanish
 - Beginner in French.
-