

NOHAD DAGHER

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OBJECTIVE

I am a passionate, motivated, and creative Marketing graduate. Always willing to develop my skills, and committed to learning and growth. Constantly searching to gain more experience to contribute fresh perspectives and innovative thinking, to fuel my future success in the Marketing field.

EDUCATION

Bachelor's in Business Administration - Marketing
Universite La Sagesse - Furn Al Chebak, Lebanon

Sept. 2021 – Jun. 2024

High School Diploma Sociology & Economy
Saint Joseph School - Cornet Chehwan, Lebanon

Jun. 2021

WORK EXPERIENCE

Marketing Intern - T. Gargour & Fils
Beirut, Lebanon

Sept. 2023

- Develop content ideas for Mercedes-Benz, Skywell Cars, and Magneti Marelli.
- Photograph Mercedes-Benz, Skywell cars and crafted captivating Instagram captions to enhance online presence.
- Conduct market research to understand consumer expectations and industry trends, providing valuable insights for Mercedes-Benz's AMG event.
- Gain knowledge in luxury automotive marketing and dealership operations.
- Implement data analysis techniques in Excel to extract actionable insights of Mercedes-Benz and Smart car sales data, contributing to more effective sales and marketing strategies.
- Assist in maintaining the quality of marketing materials by meticulously proofreading and editing brochures of Foton trucks to guarantee the accuracy and clarity.
- Research and curate creative Christmas display ideas tailored to the Mercedes-Benz brand, contributing to the development of eye-catching outdoor display that enhance the dealership's holiday marketing efforts.

CRM Marketing Intern - HOLDAL Group
Beirut, Lebanon

Jul. - Aug. 2023

- Conduct market research to enhance the loyalty program and the CRM marketing reports.
- Check the online platforms to ensure a smooth customer experience.
- Collaborate in event preparation, including inviting clients and preparing RSVP lists for HOLDAL's Lacoste event.
- Gain practical experience in utilizing CRM systems and tools, and develop a deep understanding of their functionalities.
- Contribute to SMS campaigns and internal communication initiatives, actively collaborating in cross-functional tasks. Played a significant role in driving successful SMS campaigns and improving internal communication processes.
- Enhance problem-solving abilities by addressing CRM challenges, effectively troubleshooting issues, and devising innovative solutions for improved efficiency and effectiveness, particularly in the areas of data cleansing and Power BI implementation.
- Develop a customer-centric mindset: understanding the importance of customer satisfaction, loyalty, and retention, and actively contribute to creating customer-focused strategies and initiatives within the organization.

Barista - Starbucks, Alshaya Group
Beirut, Lebanon

Sept. - Oct. 2022

- Improve sales through up-selling and cross selling.

- Maximize customer experience by handling complaints and problems.
- Develop knowledge of all products and promotions to ensure accurate orders are prepared.

AWARDS AND CERTIFICATES

Fattal Group Marketing Competition at Universite La Sagesse.

May. 2024

1st Prize Winner

Creation of a marketing campaign for Clearasil.

NxL (Nestlé & L'Oréal) Youth Empowerment Program (Season 2)

Nov. 2023

Certificate of Completion

LANGUAGES

Arabic: (Native) **English:** (Bilingual) **French:** (Intermediate)

SKILLS

Soft Skills: Customer-centric, product knowledge, creative thinker, communication skills, learning oriented, analytical skills, team player.

Computer Skills: Microsoft Office, AX, CRM, Adobe Ps / Pr / Lr, Photography & Editing.

Hobbies: Photography.