



CONTACT

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📍 Tabarja, Lebanon

🌐 [Thalia Azzi](#)

EDUCATION

MBA in Management and International Affairs

[USEK Business School](#) | 2022 - 2024

Graduate Diploma in Business Administration

[HEC Montreal](#) | 2022 - 2024

BS International Business Management

[Lebanese American University](#) | 2018 - 2021

I graduated with a CGPA of 3.15 and was on the distinction list (GPA of 3.87) in Fall 2019 and (GPA of 3.79) in Spring 2021, as well as on the honors list (GPA of 3.47) in Fall 2020

Baccalaureate in Sociology and Economics

[Antonine Sisters School](#) | 2018

LANGUAGES

Arabic: Native, Full Proficiency

English: Full Proficiency

French: Limited Working Proficiency

SKILLS

- Excellent verbal and written communication skills
- Solid analytical skills
- Ability to work unsupervised proven through my past work and placements
- Detail-oriented

THALIA AZZI

I have spent the past year as an account executive for several multinational and local agencies. As an account executive, my job is to assist in finding new clients for the company and help manage existing clients and keep up with their needs.

I helped develop a sales strategy for a startup that had grown to over \$500,000 in sales within a year of being established.

RELEVANT EXPERIENCE

Project Manager and Business Development (Remote)

[GlobMobi](#) - Dubai | Mar 2022 - Present

- Assign duties and follow up with local and foreign suppliers to fulfill the project and company goals.
- Assisted in creating, branding, and advertising strategies. Conducted proposals for various B2B and B2C campaigns.
- Provided excellent customer service using effective marketing strategies resulting in an increase in sales.
- Worked with senior partners and managing director to improve management and reduce operational losses.

Senior Account Executive (On-Site)

[Joint Media House](#) - Lebanon | Mar 2022 - June 2022

- Respond to customer complaints and address issues to maintain customer satisfaction and the company's reputation
- Presenting campaign ideas and costings to clients and briefing the creative team who will produce the ads
- Negotiating with clients, keeping in touch, resolving any issues, and ensuring deadlines are met

Graduate Trainee and Account Executive (On-Site)

[BPG Group](#) - Dubai | Oct 2021 - March 2022

Part of the What Next 2021 program, one of the leading graduate training programs, enabling me to experience a fully integrated 360 agency – Media, PR, Creative, Social, Client Servicing, and Strategy. As a media planner, I am responsible for:

- Working closely with customers to understand their goals and then evaluating which media channels are ideal for certain campaigns.
- Analyzing and suggesting improvements to the client's post-campaign results.
- Collaborating with internal and external partners to assess, implement, and maintain a media strategy.
- Gathering and evaluating data from various media sources, including newspapers, radio, magazines, outdoor advertising, and social media platforms...
- Collaborating and contacting influencers for influencer campaigns on social media channels to increase awareness, brand recognition, and sales.

RELEVANT EXPERIENCE

Public Opinion Poll Conductor

Statistics and Documentation Office - Lebanon | Sept 2021 - Oct 2021

- Conducted surveys regarding Lebanese politics with an emphasis on elections 2022. I also acquired data from multiple districts in Lebanon and sift through the data for statistical analysis.

Registrar Assistant

Lebanese American University | Fall 2018 - Spring 2020

- Student job at the Lebanese American University's registrar where I was required to work 75 hours per semester in helping with document organization and assisting students with their questions.

Sales and Marketing Specialist

Garmin - Lebanon | July 2018 - March 2020

- Was responsible for social media marketing, including the Facebook page for both "Azzi Sport Marine" and the international brand "Garmin Lebanon". Furthermore, I was in charge of the Instagram accounts for both companies and replied to customers through DMs, messages, or through the phone.

Data Entry

Azzi Sport Marine - Lebanon | July 2018 - March 2020

- Was responsible for the data entry on the website "www.azzisport.com" where in-depth research is needed on each product to describe it and include it on the website.

VOLUNTEER EXPERIENCE AND CERTIFICATES

- The Fundamentals of Digital Marketing - Google Digital Garage (10/2021) - Credential ID V4K X4Z 2MZ
- Certificate of Appreciation from the World Cultural Center in 2013-2014
- Certificate of Attendance for a 7-hour First Aid and CPR course by the Lebanese Red Cross in December 2016
- Certificate of Attendance by "Esri Lebanon" for "GIS Awareness for Schools" on February 23, 2017
- Certificate of Completion for "Financial Literacy: A Day at Bank Audi" on March 27, 2017
- 36Hours of Social Work (Yanbooh, SOS, Enta Akhi, Beirut Marathon)