

# Anthony Mady

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## Education

Bachelors: Marketing, Sales,  
Commerce -CNAM, 2019-2021

## Languages

English – Bilingual  
French – Bilingual  
Arabic – Native

## Hobbies

- Chess
- Videography
- Tennis
- Horse riding

## Experience

### Quality Assurance Internship - 09/2022 to 11/2022 Eurisko Mobility, Lebanon

- Performed software testing on various projects to ensure compliance with business rules and acceptance criteria.
- Used Jira software to assign Stories, Tasks and bug fixes to developers according to agile scrum methodologies.
- Led Daily standup meetings to coordinate with front & backend developers to track progress and ensure synergy and flow of work.
- Wrote acceptance criteria for tasks and stories that had to be successful in order to move forward with the task.

### Marketing coordinator - 02/2022 to 09/2022 A.N.B. Holding, Lebanon

- Created marketing briefs in order to push campaigns on Instagram and Facebook.
- Boosted posts and monitored feedback.
- Created content calendars for all the brands under ANB Holding.
- Created presentations highlighting marketing activities that could be adopted or improved.
- Filmed video ads and edited them for different vehicles.
- Worked closely with the art director and graphic designer and animator to make sure published content was aligned with the brands guidelines and overall direction.
- Participated in the creation of many sponsored events and helped supervise on-site execution.
- Coordinated with contractors to monitor production quality and make sure execution is aligned with events simulations.

## Projects

- **Fakakees:** Collaborated on developing marketing strategies for the release of an idle mobile game.
- **Hiverse:** Performed manual testing on all features of the software to ensure quality and functionality.
- **Best assistance:** Performed manual testing on service mobile application features to ensure quality and functionality.
- **Yadea E-mobility:** Collaborated Yadea with Beirut by bike in order to promote premium e-mobility in Lebanon.
- **Showroom Revamp:** Worked hand in hand with different production houses to revamp Mazda's showroom into Ford while maintaining high quality work at optimal pricing.

## Certifications

- Leadership Program, AUF
- IELTS – 8.0
- DELF – B2