

## **SABINE SAMER ADLOUNI**

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### **OBJECTIVE**

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*Expanding my learning and knowledge in marketing and advertising to fully utilize my trainings while making a significant contribution to the success of the company*

### **EDUCATION**

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#### **Rafic Al Hariri University**

Mechref-Lebanon

2019- June 2022

B.A in Marketing and Advertising (CGPA: 86.14)

Minor in graphic design

#### **Al Iman High School**

Saida-Lebanon

2016-2019

Lebanese Baccalaureate in Life Science

Ranked as Good (Average: 78)

### **WORK STUDY EXPERIENCE**

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#### **Adlouni Sports Wear**

Saida Downtown

July 2019-September 2019

- Position: Sales person
- Duties:
  - Maintained a clean and organized inventory and curated displays of rotating seasonal clothes
  - Anticipated customer needs and provided them with high quality service while upholding brand standards and values to ensure customer satisfaction
  - Guided customers through the process of successfully finding their ideal styles

- Actively informed about latest sales offering and loyalty programs

**Ahlouna Association**

Al-hilaliyeh- Saida

May 2021-June 2021

- Position: member in department of social studies
- Duties:
  - Consulted and collaborated with national organizations to implement new policies and standards
  - Oversaw and analyzed with resumes of in-need people for better allocation of resources
  - Monitored products and equipment of the shop every week to check up on the quality and quantity of the products given out

**Boecker Public Health**

Ain El-Remmeneh-Beirut

June 2021- July 2021

- Position: sales trainee
- Duties:
  - Provided customer service to 30-40 customers per shift
  - Informed customers about sales and marketing campaigns, coupons, and special offers through phone calls
  - Attended weekly meetings with managers and executives to organize offers and sales

**Rafic Al-Hariri University**

Mechref-Lebanon

September 2021

- Position: teaching assistant
- Duties:
  - Taught 15-20 business students marketing research, basic accounting, and microeconomics
  - Facilitated students' registration process by further advising them with course materials and scholarship criteria

- Assisted professors with daily tasks like arranging appointments with students, preparing bonus course material and aiding with logistical work within the college

## **Publicis Media**

Beirut-Lebanon

June 2022 – August 2022

- Position: TAAG assistant
- Duties:
  - Providing TAAG Ad operations services to clients
  - Setting up (trafficking) , auditing and troubleshooting digital marketing campaigns in Ad server
  - Accommodating the standardized taxonomy in the Ad server trafficking process.
  - Implementing pixels in Google Tag manager

## ***RELATED COURSES***

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- Advertising Design and Creativity
  - Digital and Social Media Marketing
  - Marketing Research
  - Strategic Marketing
  - Motion Graphics
  - Introduction to Digital Media
  - Fundamentals and supplementals of TAAG
  - Campaign manager 360 Google certification (June 2022)
  - PG DM Capstone Project from Simplilearn (February 2023)

## ***WORKSHOP ATTENDANCE***

### **Training of Trainers**

Golden Tulip Hotel

By ULYP

Jan 2018-Feb 2018

- Courses of teamwork and presentations

## **Governmental Working Experience**

Al Iman High School

Mar 2017- Apr 2017

- Provided supplements to prisoners in The Palace of Justice in Saida through fundraising

## **Journalism Club**

Al Iman High School

February 2019

- Leader who managed essays and blogs following interviews with successful people

## ***PROJECTS***

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- Attitude and perception towards online grocery shopping in Lebanon
  - Business plan of GCMB (fictional bank)
  - Crisis management- Sabine's edition short movie
  - Social media Ad design (posts, stories) for Nashou Dearz
  - Print Ad design for Nescafe gold

## ***SKILLS***

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- Strong Microsoft office skills
  - Strong Photoshop, Illustrator, and AfterEffects skills
  - Great social media trend consciousness
  - Fluent languages spoken and written (English and Arabic)
  - Present excellence in analytical, planning, and time management skills
  - Productive team member
  - Smoothing and Persuading skills in selling

## ***REFERENCES***

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Available Upon Request