

Sadek Nasrallah

MANAGEMENT CONSULTANT

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SOFT SKILLS

- Analytical Skills
- Teamwork
- Communication
- Negotiation
- Working under pressure
- Fast Learning
- Time Management
- Motivation

PROFESSIONAL SKILLS

- Business Process Re-engineering
- Project Management
- Production Planning
- Production Costing
- Inventory Management
- Financial Statements' Analysis
- Marketing Strategy

COMPUTER SKILLS

- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Project
- Microsoft Visio

LANGUAGES

- Arabic | Native
- English | Fully Proficient

PROFILE

Results-driven management consultant, capable of solving complex problems under high levels of stress using analytical, problem solving, and communication skills.
Highly motivated, and would not limit my learning experience to one field of business.
Passionate about helping organizations achieve their strategic goals and committed to delivering high-quality work that exceeds client expectations.
Keen on self-development and growth.

WORK EXPERIENCE

BUSINESS ANALYST

SD Group | Jan 2021 - Jan 2023

- Conducted surveys and created process maps to identify issues or potential areas for improvement in business processes, and proposed the relevant recommendations.
- Collected & analyzed large data sets that include production, sales, and financial data.
- Worked on several costing exercises for production plants.
- Conducted 4 feasibility studies of new production plants, which revealed data of high significance for clients including profitability, risk factors, market analysis etc...
- Worked on increasing manufacturing processes' efficiency by recommending optimizations and monitoring their implementation, resulting in increased efficiency and decreased production costs that was up to 13% for a client.
- Assisted in developing policies, procedures, and templates.
- Assisted in planning and scheduling for several projects, contributing to the successful completion of several projects on time and within budget

SOCIAL MEDIA MARKETING SPECIALIST

Freelance | Jan 2021 - Jun 2022

- Helped clients understand, create, and modify their marketing strategy
- Helped clients identify their unique value proposition with clarity
- Managed social media accounts for clients (content ideas, content calendar, posting, copywriting)
- Created, monitored, and analyzed social media advertising campaigns.
- Presented Monthly progress reports to clients including all work done and data insights.
- Coordinated with graphic designers and videographers for content creation.
- Increased clients' sales up to 30% through social media advertising campaigns.

DIGITAL MARKETING INTERN

Tecomsa SAL | Nov 2020 - Jan 2021

- Assisted in creating digital marketing strategies for clients from different sectors.
- Conducted competitor research and analysis.
- Applied SEO strategies for YouTube channels and monitored their analytics.
- Created content for social media and website blog posts.
- Recommended changes in content strategy for a YouTube channel that resulted in 15% increase in subscribers during 2 months.
- Assisted in creating flyers and brochures for clients using CANVA.

EDUCATION

Bachelor of Civil Engineering

Beirut Arab University | Aug 2015 - Jan 2021

CERTIFICATIONS

- Introduction to Finance
University of Illinois at Urbana-Champaign & Coursera | Aug 2022
- Foundations of project management course certificate
Google & Coursera | July 2021
- Strategic management course certificate
Copenhagen Business School & Coursera | Apr 2021
- Strategy Formulation course certificate
Copenhagen Business School & Coursera | Apr 2021
- Facebook blueprint certificate - Digital marketing associate
Facebook | Jan 2021 - Jan 2023
- Facebook social media marketing professional specialization (5 courses)
Facebook & Coursera | Jan 2021
- Digital marketing essentials certificate
Growth Velocity Academy | Sep 2019