



GRADUATE

**OMAR
ANOUTI**



Beirut, Lebanon



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EDUCATIONAL BACKGROUND

Beirut Arab University

2020-2023

Business Marketing

GPA: 3.2/4

SKILLS

Market research, Marketing Strategy
Execution, Content Calendar Management,
Digital Campaign Management, Loyalty
Program Development, In-App Marketing

LANGUAGE SKILLS

English



Arabic



French



EXPERIENCE

A2Z Sourcing Specialist

Dec 2022 - May 2023

1. Enabled individuals to gain a competitive edge through networking and cultivating a distinctive professional brand.
2. Facilitated quick job placement and competitive advantage for STEM professionals with visas.
3. Supported recently laid off STEM professionals with non-immigrant visas (e.g., H-1B).

NokNok Internship Trainee

Nov 2022 - Feb 2023

1. Executed marketing plans and KPIs to achieve financial goals and enhance brand value across stores, areas, channels, and tools.
2. Created and managed content calendars and digital campaigns.
3. Collaborated with influencers to establish partnerships and drive initiatives.
4. Implemented loyalty programs to boost user retention and order frequency.
5. Led in-app marketing efforts encompassing PUSH notifications, promo codes, cashbacks, and pop-up alerts.

Banque du Liban - Internship

July 2022 - 1 month