

PROFESSIONAL SUMMARY

With one year of sales experience, a strong focus on problem-solving, effective communication, and a collaborative approach to teamwork, dedicated to delivering exceptional results for clients in a project-based environment. Seeking to pursue a career in consulting, aiming to leverage skills, education, and passion for consulting.

EDUCATION

IE BUSINESS SCHOOL <i>Master in Digital Marketing and Analytics</i> <ul style="list-style-type: none">Courses with Honors (4.0/4.0): Customer Centricity, Hands on Tech LabRelated courses: Events creation lab, Strategic Marketing, Creative Process, Project Management and Innovation, and Crisis Management	MADRID, SPAIN SEPT 2022– JULY 2023
LEBANESE AMERICAN UNIVERSITY <i>Bachelor of Science, Business Marketing</i> <ul style="list-style-type: none">Courses with Honors (4.0/4.0): Managerial Accounting, Managerial Finance, Intro to Management, Managerial Statistics, Consumer Behavior, Marketing Strategy	BEIRUT, LEBANON SEPT 2019 –JUNE 2022

PROFESSIONAL EXPERIENCE

EAZYBREEZY (START-UP) <i>CEO</i> Distribution Management / Sales Achievement: <ul style="list-style-type: none">Sold over 1,000 units of electronic devices, surpassing sales targets and increasing company's growthImplemented a markup pricing strategy to maximize profitability while remaining competitive in desired marketsIdentified and explored new sales opportunities, including partnerships with retailers and online platforms Logistics and Communication: <ul style="list-style-type: none">Controlled all aspects of communications, logistics, and transactions related to distribution processCoordinated with manufacturers, shipping companies, and retailers, to ensure efficient sourcing, transportation, and delivery of productsCommunicated with clients to address inquiries, provide updates, and guarantee customer satisfaction Relationship Management: <ul style="list-style-type: none">Cultivated and sustain positive relationships with manufacturers, wholesalers, retailers, and end consumersCollaborated closely with agents to understand market demands, pricing trends, and customer preferencesResolved conflicts or issues during distribution processes promptly and professionally	BEIRUT, LEBANON Feb 2020 – Aug 2022
ETS SAMER FOR TRADE AND INDUSTRY <i>Assistant manager</i> <ul style="list-style-type: none">Assisted in closing monthly, ensuring precise financial records and bookkeepingAnalyzed revenues and expenses to manage profitability and identify areas for cost optimizationCollaborated with management team to develop and implement financial strategiesMonitor product inventory levels, ensuring optimal stock availability to meet customer demandsRegularly review product performance and sales trends, making data-driven decisions for inventory procurement and replenishmentCoordinated with suppliers and uphold strong relationships to secure timely and cost-effective product sourcingSupported manager in staff supervision, training, and promoting a positive and productive work environmentFoster strong relationships with team members, encouraging collaboration and open lines of communication	BEIRUT, LEBANON May 2021 – Sept 2021
ROTARY SPONSORED YOUTH CLUB <i>Collaborator</i> <ul style="list-style-type: none">Organized +3 events as part of the Project/Events Management team for the Interact Club of Saida, a Rotary-sponsored youth club. Responsible for ideation, planning, execution, and post-event analysisServed as the Social Media Committee Chair for the Interact Club of Saida in 2017. Curating and publishing posts and stories on the official pageRaised \$15,000 through events to support community betterment initiatives for elderly, homes, orphanages, and more	BEIRUT, LEBANON Sept 2017 – June 2018

VOLUNTEERING EXPERIENCES

EXTRA-CURRICULAR ACTIVITIES: <ul style="list-style-type: none">IE SOCIAL IMPACT DAY: Contributed to constructing a playground for students of Colegio Público Santiago Ramón y Cajal (Madrid, Spain 2022)OPERATIONS BIG BLUE ASSOCIATION(OBBA): Worked closely with colleagues to clean the beach (Beirut, Lebanon, 2022)FREELANCER FOR EVENT MANAGEMENT: Facilitating a private event "The Comeback". Rented and managed an entire venue for an event with a budget of \$4,000 Skillfully orchestrated logistics, resulting in 400 attendees. Generated \$10,000 in revenues (profit of \$3,000) (Beirut, Lebanon, 2022)

CERTIFICATES

Google Analytics GA4 Certificate | Intro to Digital Marketing Great Learning Academy | Content in Marketing HubSpot | Fundamentals of Digital Marketing | Google Analytics Beginner's Certificate | Inbound Marketing HubSpot

LANGUAGES

English (Native); Arabic (Native); German (Intermediate)

SKILLS

Microsoft Office Package | Google Analytics | SQL |Python | Salesforce Marketing Cloud | Tableau Desktop | Google Analytics (GA4) | Canva | Google Tag Manager | Google Ads Manager | Looker Studio |