

# Karim Itani

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Junior administrative assistant and freelance brand strategist, with a demonstrated history in the corporate field, non-governmental sector, and medical equipment sales industry. Skilled in operations management, business process optimization, brand strategy, digital marketing and leadership development.

## EDUCATION

2023 - 2024	<b>American University of Beirut – Maroun Semaan Faculty of Engineering</b> Project Management Professional Graduate Diploma (Online)	Beirut
2018 - 2021	<b>American University of Beirut – Olayan School of Business</b> Bachelor of Business Administration Concentration in General Management	Beirut
2004 - 2010/2011 - 2018	<b>Saint Mary's Orthodox College</b> Lebanese Baccalaureate in Life Sciences	Beirut

## EXPERIENCE

July 2022 - Present	<b>Strategy&amp; (Part of the PwC network)</b> Junior Administrative Assistant <ul style="list-style-type: none"><li>Organize 16 managers' calendars simultaneously, while providing administrative assistance by coordinating calls and setting up meetings on their behalf</li><li>Create a unique set of best practices and standard operating processes for training members in the operations team to remove bottlenecks</li><li>Optimize appraisal interview coordination as part of Strategy&amp;'s performance management cycle by digitalizing the call booking across the company, contributing to the overall efficiency of the appraisal cycle</li><li>Track and process a monthly average of 800 expenses, while overseeing the records management for up to 32 monthly expense reports for my managers and the director of Human Resources</li><li>Update the timesheets of contractors monthly</li></ul>	Beirut, Lebanon
March 2022 - June 2022	<b>American University of Beirut - Faculty of Medicine</b> Part-time Brand Strategist and Digital Marketer – Creative Communications Services <ul style="list-style-type: none"><li>Oversaw and monitored FM online presence through social media and website.</li><li>Developed and executed communications strategies that support FM research and educational vision.</li><li>Ensured workflow and assigned jobs timely and effectively through daily, weekly, and monthly reporting</li></ul>	Beirut, Lebanon
July 2021 - June 2022	<b>Mena Medical Development</b> Marketing Specialist (January 2022 - June 2022) <ul style="list-style-type: none"><li>Managed Social Media Campaigns and Designing Targeting Strategies</li><li>Handled Lead Generation and CRM</li><li>Set Marketing Plans and Developing the company's brand strategy</li><li>Organized Annual Trips to Medical Exhibitions (Arab Health 2022)</li><li>Provided Daily, Weekly, and Quarterly Reporting to supervisor</li></ul> Full-time Logistics and Sales Administrator (July 2021 - June 2022) <ul style="list-style-type: none"><li>Coordinated supply chain logistics</li><li>Facilitated cross-cultural communication with regional and foreign partners</li><li>Set up automated invoicing using QuickBooks</li><li>Was responsible handling RFQs, invoicing, and packing lists</li><li>Followed up with sales and generated leads</li></ul>	Beirut, Lebanon
June 2021 - December 2021	<b>Lifestyles Health Club and Spa</b> Freelance Brand Strategist and Digital Marketer <ul style="list-style-type: none"><li>Was responsible for social media promotion and lead generation</li><li>Content creation for Lifestyles in alignment with Boubess Group brands</li><li>Presented Lifestyles as a final case for the FALL 2021-2022 Digital Marketing</li></ul>	Beirut, Lebanon

course at the Olayan School of Business (American University of Beirut)

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|------------------------------------|---|-----------------|
| <b>September 2019 - April 2021</b> | <b>Empowerment Through Integration</b><br>Executive Assistant to Executive Director   | Beirut, Lebanon |
|                                    | <ul style="list-style-type: none"><li>• Coordinated several programs for children with Visual Impairments</li><li>• Supported the Executive Director directly by organizing her calendar and updating her schedule</li><li>• Conducted extensive research to develop ETI's programs and update manuals</li><li>• Delivered inclusion training to trainers, volunteers, and visually impaired youth</li><li>• Kept meeting minutes, managed expenses, and oversaw the data entry requirements</li><li>• Assisted with delivering training to participants of the Youth Leadership Program 6 in 2020 with UNDP Beirut</li></ul> |                 |
| <b>April 2019 - August 2019</b>    | <b>Empowerment Through Integration</b><br>Program Coordinator (Volunteer)   | Beirut, Lebanon |
|                                    | <ul style="list-style-type: none"><li>• Coordinated between ETI's local and foreign stakeholders</li><li>• Assisted with organizing day-today event for 1 month as a part of an inclusive summer camp program for children with Visual impairments</li><li>• Tracked the attendance of campers and keep a feedback loop with my supervisors</li><li>• Assisted with qualitative research for internal feedback by administering surveys for camp participants</li><li>• Delivered Training of Trainers (ToT) modules to junior volunteers</li></ul>   |                 |

#### **CERTIFICATES & ACCOMPLISHMENTS**

- Certificate of Outstanding Achievement in Cross Cultural Management, OSB, AUB (2020)
- Certificate of Completion of Business & Culture Virtual Practicum, William Davidson Institute (2020)

#### **SUMMARY SKILLS**

- **Computer skills:** SAP Concur, G-Suite, QuickBooks, Trello, HubSpot, Salesforce, MS Office Tools  
**Soft skills:** Effective communicator, Team player, Proactive problem solver, INTJ