

# Marc Rouhana

## Researcher | Policy, Political & Business Analyst

Address: Beirut, Lebanon | Phone: +961 70 537 525

Email: [marc.rouh@gmail.com](mailto:marc.rouh@gmail.com)

## Summary

A dedicated and versatile Researcher, Political Analyst, and Business Analyst with four years of experience across sectors. Equipped with a bachelor's degree in economics, I offer a unique blend of analytical skills and strategic thinking to drive success in diverse projects. Proficient in campaign management, performance marketing optimization, and data-driven decision-making. Skilled in developing effective party campaigns and delivering innovative solutions in dynamic environments. Seeking to further advance my skills and knowledge by pursuing a Master's degree in Business Administration.

## Work Experience

### Performance Marketing (Remote) – Feb 2024- Mar 2024

#### Internship at Publicis Group, Beirut, Lebanon

- Led comprehensive market research efforts during the Ramadan season to optimize our keyword strategy. Analyzed three years' worth of data reports to identify successful strategies and areas for improvement for clients' products, resulting in a 17% increase in ROAS and a 6% decrease in CTR.
- Effectively managed accounts on the Amazon Ads platform for the UAE market by reviewing the Search Query Reports (SQR) weekly to identify areas for optimization. This approach resulted in fewer mistakes and errors, leading to reduced spending on unnecessary keywords and campaigns.

### Political Campaign Manager– Jan 2022 - Dec 2023

#### Full-time at Sabaa politics, Beirut, Lebanon

- Led a dynamic team of 15 members tasked with recruiting, mobilizing, coordinating volunteers, contacting voters, and canvassing neighborhoods. In my capacity, I orchestrated and synchronized these activities meticulously, maximizing outcomes despite constraints in human and financial resources
- Significantly contributed to the design and development of party campaign strategies across Lebanon and the diaspora network in collaboration with the party election committee. Additionally, played an essential role in the candidate selection process, working on establishing candidacy requirements, and conducting comprehensive simulations to evaluate each candidate's chances of success. This effort ensured clarity in articulating the party's voice, positioning, and identity with precision.

### Party Secretary– Jan 2021 - Dec 2021

#### Full-time at Sabaa politics, Beirut, Lebanon

- To boost efficiency, I implemented streamlined meeting organization practices and meticulously documented meeting minutes. This ensured comprehensive documentation of discussions and action items, facilitating decision-making processes. Additionally, I instituted a systematic archiving system to securely store all records for future reference. Moreover, I developed standard operating procedures (SOPs) for archiving meeting organization and internal communication, resulting in a significant increase in efficiency.
- Provided comprehensive support to all team members, ensuring they were equipped to fulfill their roles effectively, including managing campaign activities, meeting compliance requirements, and accessing relevant information. This initiative fostered cohesion within the team and optimized workflow.

## Freelance Experience

### Junior Business Consultant– Sep 2021 - Present

#### Freelance (Hybrid) At Aleph Metric, Beirut, Lebanon

- Played a pivotal role in the development of a rebranding effort by implementing marketing strategies, including enhancing the website with SEO, SEM, and PPC campaigns. This initiative significantly boosted our client's online presence and drove sales, leading to a highly successful transformation after a 3-year absence from the market.
- Conducted extensive research and developed Standard Operating Procedures (SOPs) for clients, focusing on legal procedures for company establishment and Lebanese law compliance. Additionally, conducted market research for various industries, including fashion, food & beverage, and retail, to inform strategic decision-making and business planning for clients. These efforts led to our clients gaining a deeper understanding of

the Lebanese market and local consumer behavior, enabling them to make informed and effective business decisions.

**Junior Business Consultant** – Nov 2023 - Feb 2024

**Freelance At Lumpinee Gym**, Beirut, Lebanon

- Administered a comprehensive membership survey to gather valuable feedback from current and prospective members, gaining insights into their needs and preferences that led to the development of a new loyalty program that rewarded members for their continued patronage, leading to a 10% increase in member retention.
- Successfully transformed the gym's financial management system, implementing effective strategies that led to substantial profitability gains by implementing a new accounting system that improved financial transparency and accountability, and developed a comprehensive budgeting process that enabled the gym to accurately forecast expenses and revenue, leading to a 5% increase in net profit.

## Education

**Bachelor's degree in Economics** – 2023

**Lebanese University (LU)**, Beirut, Lebanon

**Relevant Coursework:**

- Macroeconomics
- Microeconomics
- Econometrics
- Financial Economics
- Applied Statistics

**Senior Thesis:**

**Title: The Impact of Artificial Intelligence on the Job Market**

Description: Researched and analyzed the effects of artificial intelligence on employment trends and labor markets. Conducted in-depth literature review, collected, and analyzed data, and presented findings in a comprehensive thesis document. The research was grounded in Schumpeterian theories of innovation and entrepreneurship, focusing on understanding technology's transformative effects on economic dynamics.

**Lebanese Baccalaureate in Economics and Sociology** – 2019

**Public Secondary School**, -Dhour Shweir

**Relevant Coursework:**

- Economic History
- Basic Economics
- Introduction to Sociology
- Sociological Theory
- Sociology of Deviance and Social Control

## Trainings

- Certificate in Communication Leadership
- IBM Certified Specialist - SPSS Statistics Level 1 v2
- Google Ads Search Certification
- Google Analytics Certification
- Amazon DSP Campaigns Certification

## Certificates of Participation

- Certificate of Participation in Startup Scouts
- Certificate of Participation in Hult Prize
- Certificate of Participation in Saint Joseph University of Beirut Foire des Sciences

## Skills and Expertise

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Project Management</li><li>• Strategic Planning</li><li>• Planning &amp; Organization</li><li>• Data Management</li><li>• Political and Economic Analysis</li><li>• Policy Analysis</li><li>• Qualitative and Quantitative Research</li><li>• Microsoft Office</li><li>• Tableau Software</li></ul> | <ul style="list-style-type: none"><li>• Data Analysis</li><li>• Presentation Skills</li><li>• Media Monitoring</li><li>• Report Writing</li><li>• Adaptability</li><li>• Leadership &amp; Team Management</li><li>• Problem Solving</li><li>• IBM SPSS Statistics</li><li>• Structured query language (SQL)</li></ul> |
|---|---|

## Languages

**Arabic:** Native | **English:** Fluent | **French:** Fluent