

Angela Feghali

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Objective

A motivated Business Marketing graduate with hands-on experience in digital marketing, including social media, SEO, and email marketing, aimed at enhancing brand visibility and engagement. Seeking to leverage my skills in a dynamic marketing role where I can foster growth and deliver measurable results.

Experience

Marketing Intern- FATTAL GROUP, FMCG | Beirut, Lebanon

July 2024-September 2024

- Engaged with shoppers in retail stores to gather insights on product knowledge and purchasing behaviors.
- Supported sales in assessing payment processes and stock levels during market visits.
- Collaborated with merchandising to evaluate and restock product displays and monitor shelf space allocation, ensuring effective brand visibility and compliance with display standards.
- Analyzed sales data and market trends, creating statistical reports and graphs to support price audits, sell-out analysis, and strategic planning to improve market performance.
- Acquired knowledge through trainings in e-commerce, finance, supply chain, and other areas, leading to a deeper understanding of overall operations.
- Developed and implemented social media strategies .
- Managed social media across platforms and enhanced user experience on Fattal Online.
- Engaged with influencers to promote Fattal brands and products.

Sales and Marketing Coordinator- Impex- Forum De Beirut | Beirut-Lebanon

May 2023- June 2023

- Represented luxury car brands at high-profile events, enhancing brand visibility and customer engagement.
- Developed and executed event marketing strategies that increased brand awareness and drove sales.
- Engaged with potential customers, providing product demonstrations and information to facilitate informed purchasing decisions.
- Conducted training sessions for team members on product knowledge and effective customer engagement techniques.
- Managed on-site event operations, ensured adherence to brand standards and delivered exceptional customer experiences
- Prepared promotional material such as flyers, brochures , catalogs for cars and promotions .
- Handled social media accounts and replied to customers requests in regards to promotion and products details .

Sales Associate - FASHMORE | City Center | Beirut-Lebanon

May 2022- October 2022

- Provided outstanding service on the shop floor, addressed customer inquiries and resolved issues to ensure high levels of customer satisfaction.
- Increased monthly sales targets through effective communication and sales techniques.
- Maintained accurate stock records, ensured efficient store operations and inventory control.
- Trained and led new staff members.

Education

Bachelor Degree in Business Administration & Finance with minor in Marketing – July 2024
Sagesse University, Beirut, Lebanon

Certification

Mastering Digital Marketing – AMIDEAST | Lebanon
May 2024

Skills & Expertise

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| <ul style="list-style-type: none">• Team Leadership• Strategic decision-making• Organization• Dedication• Multitask• Problem-Solving• Digital marketing strategies• Analytical skills• Communication | <ul style="list-style-type: none">• PowerPoint• Word• Excel |
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Languages

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