

TALA EL ASSAAD

Results-oriented professional eager to contribute to team success through hard work, attention to detail, and excellent organizational skills. Motivated to continuously learn, grow, and excel in any given role.



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talaelassaad0@gmail.com



Beirut, Lebanon

EDUCATION

Lebanese American University

B.S in Business Administration
Emphasis: Marketing (GPA 3.7)
Year 2017 – 2020 | Beirut, Lebanon

Hariri High School II

Lebanese Baccalaureate
Economics/Sociology
Year 2003 – 2017 | Beirut, Lebanon

SKILLS

- MS Office
- Organizational Skills
- Time Management
- Detail-oriented
- Presentation
- Public Speaking
- Communication
- Interpersonal Skills

LANGUAGES

Arabic	Fluent
English	Fluent
French	Basic

WORKSHOPS

TEDxLAU

Member
Year 2019 – 2020

Model United Nations - LAU

Participant
Year 2015

PROFESSIONAL EXPERIENCE

Product Developer

Malia Group (Cosmaline) | October 2023 – March 2024

- Developed new personal care products and worked on the revamp of existing products to ensure the brand met the customers' needs and standards.
- Conducted market visits and quantitative/qualitative studies to identify new opportunities for growth for the brand.
- Collaborated with the R&D, procurement, communication agency, and suppliers (for quality monitoring and guaranteeing deadlines are met) to ensure a successful product launch.
- Drafted briefs for new concepts, including market findings, specifications, and claims, sharing those briefs with the R&D and the communication agency to develop the concept recommended.

Business Development Manager

Formatech | January 2023 – June 2023

- Provided guidance and support to new team members, sharing my industry knowledge ensuring a smooth onboarding.
- Identified and pursued new business opportunities, through lead generation, prospecting, and conversion.
- Collaborated with other departments to guarantee the achievement of project goals and enhanced overall organizational performance.
- Cultivated long-term relationships with both new and existing clients.

Sales Coordinator

Formatech | February 2022 – January 2023

- Reached out to existing and potential customers (cold calls, emails) to present our product and service offerings.
- Supported the sales team in attaining their sales targets.
- Created proposals and invoices that accurately reflect the services requested.
- Updated client records in the CRM in order to keep an updated database.
- Created post-training consolidated reports to be approved by the business development manager and sent to the clients.
- Ensured high levels of customer satisfaction through excellent sales service.
- Offered solutions based on the clients' needs and capabilities.
- Followed up with customers on payments and invoices.

Freelance Work

September 2019 – December 2022

- Assisted Undergraduate & Masters students in preparing projects.
- Conducted research related to project requirements.
- Proofread final drafts to eliminate errors in spelling, grammar, and punctuation.
- Conducted thorough editing to improve clarity, structure, coherence, and overall quality of material.

Social Media Marketing Intern

The Wonderful Bureau | November 2020 – December 2020

- Supported branding, digital marketing messaging, and advertising campaigns by engaging with followers on various social media platforms.
- Collaborated with the marketing team to develop and implement social media campaigns.
- Created and scheduled engaging content across several social media platforms for multiple brands while ensuring deadlines are met.
- Monitored social media trends and competitors to identify opportunities for content creation and engagement.