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Beirut, Lebanon

# MOHAMED MACHLAB

## Marketing

### ABOUT ME

Passionate marketing professional with a strong educational background and practical experience. Skilled in developing innovative campaigns that drive brand awareness and engage target audiences. Proven track record of delivering measurable results and collaborating effectively in cross-functional teams. Committed to continuous learning and exceeding objectives for business growth.

### EDUCATION

**Masters in Business and Management - Marketing**  
USJ - Saint Joseph University  
2022-Ongoing

**Bachelor in Marketing and Advertising**  
USJ - Saint Joseph University  
2017-2020

### EXPERTISE

Marketing  
Photo - Video Editing  
Brand Management  
Digital - Social Media  
Customer service  
Sales  
Microsoft Office

### LANGUAGE

English  
French  
Arabic

### WORK EXPERIENCE

- August 2023 - Present  
GBS, CMA CGM - Beirut, Lebanon  
**Junior Commercial Agent**  
Support commercial operations by assisting senior staff in managing client accounts, coordinating shipments, and facilitating communication. Analyze market trends, prepare reports, and contribute to sales strategies. Assist in contract negotiations, resolve inquiries, and provide administrative support.
- November 2022 - August 2023  
Hosri Holding - Beirut, Lebanon  
**Marketing Officer**  
Develop and implement successful marketing strategies. Skills in digital marketing, brand management, and content creation. Conduct market research and analyse campaign performance to optimize marketing efforts. Committed to driving brand visibility, customer engagement, and achieving business objectives.
- 2021 - 2022  
Source Du Pays - Douala, Cameroon  
**Marketing and Brand Manager**  
Manage and audit a team of marketers and merchandisers, collect and analyse data provided by sales and marketing departments and generate daily, weekly and monthly reports displaying their performance to improve the productivity and efficiency of the work. Set up and execute marketing strategies in relation to the brand and products, then monitor and evaluate their performance.
- 2019 - 2020  
Bounce Inc. - Mansourieh, Lebanon  
**Floor Host**  
Supervision of the trampoline park and parkour area with assistance in case of need, coaching skills build from personal experience to ensure the best customer experience while making sure that safety measures are followed.
- 2019  
Hosri Holding - Beirut, Lebanon  
**Marketing intern**  
Work on brand key and help prepare the annual Marketing Plan. Assist the marketing executive with social media campaigns, replying to customer queries and comments on social media accounts and other various marketing tasks.