



REEM ASSAF

Achrafieh, Beirut, Lebanon.

reem.assaf5@gmail.com

+96170111436

- o Masters in Pharmaceutical Marketing — Saint Joseph University, 2012-2014
- o English Proficiency Certificate — Georges Town University, Cambridge, 2012
- o in Biochemistry and Life Sciences — Saint Joseph University, 2009-2012

EXPERIENCE

BARARI MENA — SALES AND MARKETING MANAGER, SEPTEMBER 2023 — PRESENT.

- Lead sales team and advertising third parties, negotiate deals with suppliers and potential business partners.
- Launch new luxury products such as, Yemeni Honey & Henna: create an informative website, conduct market research to analyze competitors and determine how our product will be positioned on the Lebanese market.
- Create brand identity and Product design, Implement a social media strategy and advertising campaigns.

MARKET RESEARCHER — PRIVATE MARKETING TUTOR (PROJECT BASED), FEBRUARY 2017 — PRESENT.

- Identify objectives, conduct surveys, and evaluate market conditions, trends, and clients' orientations.
- S.W.O.T analysis, helping firms make informed decisions, to boost their business strategy and target the appropriate customers by positioning themselves accurately and building a tailored brand identity.

BEIRUT SUMMER SCHOOL FOR PERFORMING ARTS — PRODUCTION MANAGER, APRIL 2022 — SEPTEMBER 2022.

- Communicate objectives, roles & expectations to all departments, reporting directly to higher management.
- Responsible of supervising and training a team of 4 handling social media, logistics, and art school events.
- Planning, procuring, and executing events: weekly group lunches and 12 workshops at 4 different locations.
- Monitor: progress, resources & budget to identify and resolve any barriers facing the project's achievement.

IMAJIN8 — CEO'S EXECUTIVE AND CREATIVE ASSISTANT, OFFICE MANAGER, MAY 2021 — APRIL 2022.

- Ensure the creative agency's operations, procedures, and maintenance are always effective.
- Support COO and HR with invoicing, budgeting, recruiting, training, and onboarding of new employees.
- Manage daily the CEO's social media page, meetings, travel arrangements, artistic visits, and wardrobe.
- Plan and execute advertising campaigns through brainstorming, purchasing props, and setting up the stage.
- casting staff & models, catering, and converting the concept to actions, to create photoshoots & videoclips.

SANOFI AVENTIS — BUSINESS UNIT COORDINATOR, SEPTEMBER 2018 — OCTOBER 2019.

- Responsible for two business units: well organized, solution oriented with a high attention to detail.
- Operate with supply chain and quality departments to handle damaged items and resalable goods.
- Preparing and delivering: Official contracts with tight deadlines, PowerPoint presentations, brochure design add-on organizing business meetings, local & international congresses and archiving all related documents.
- Purchasing & Procurement transactions (PR/PO) to suppliers in Lebanon, Jordan, and Iraq, via eBuy system.

UNICEF — SCIENCE INSTRUCTOR, SEPTEMBER 2017 — JULY 2018.

- Part of the accelerated learning program for refugee's children from 7 to 15 years' old.
- Teaching unlettered students, basic skills of academic education: Alphabet, numbers, writing and spelling.
- Applying a consistent interactive environment to enhance students' abilities for learning Science in French

3M HEALTH CARE — F.A. KETTANEH — PHARMAX — MEDICAL REPRESENTATIVE, MARCH 2014 — DECEMBER 2016.

- Achieved sales objectives by capitalizing on professional relationships built with potential stakeholders.
- S.W.O.T analysis and market study before launching a new French product line on the Lebanese market.
- Delivered technical and scientific presentations through educational workshops and awareness campaigns.
- Increase product awareness, provide advice, and introduce new equipment to medical practitioners such as doctors, nurses, and pharmacists while identifying new opportunities to increase product sales.

WORKSHOPS

- o Developing executive presence workshop — Lebanese American University, 2019
- o Advertising design, principles, and practice on Adobe illustrator — Saint Joseph University, 2013.

CORRELATED ACTIVITIES

- o Art enthusiast: Set production, stage design, event coordination, fashion styling, dancing, drawing & painting.
- o Chief at Scouts du Liban – Collège des Saint cœurs – Sioufi, 2009–2014.
- o Part of « Jouzour Loubnan » Environmental NGO, 2009–2014.

+ LANGUAGES:

Arabic (Native), French, and English,
Written, read, and spoken fluently.

+ COMPUTER COMPETENCIES:

Microsoft Word, PowerPoint, Excel,
Business management tools, Outlook.