

Marwa Daoud

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Experienced professional with a strong background in relationship management, entrepreneurship training, and brand management. Currently serving as a Relationship Manager for the Career Hub department, adept at fostering student and employer relationships. Proficient in enhancing program quality, leading strategic initiatives, and managing operations across various sectors. Fluent in English, French, and Arabic with excellent problem-solving and interpersonal skills.

Core Competencies and Achievements

- **Relationship Management Expertise:** Proficient in cultivating strong partnerships with students, employers, and stakeholders.
- **Program Quality Enhancement:** Accomplished in enhancing program quality, leading to improved student satisfaction and retention rates.
- **Entrepreneurial Leadership:** Recognized for expertise in designing and delivering tailored training workshops, fostering the development of viable business concepts by student participants.
- **Brand Management Proficiency:** Effective leadership in brand management, evidenced by the creation of impactful brand identities and successful go-to-market strategies.
- **Healthcare Administration Excellence:** Proven track record in healthcare administration, particularly in the transition to electronic records and ensuring compliance with regulatory standards.

Professional Experience

Relationship Manager | CIS Group, MUC University, Beirut
December 2023 – Present

1. Managing university accounts for student registration, ensuring smooth processes.
2. Fostering strong relationships between students, employers, and university management.
3. Coordinating with instructors and development heads to enhance program quality.
4. Conducting research on program improvements and collaborating with marketing for effective strategies.
5. Engaging in employer outreach, welcoming them to the Career Hub platform.

Entrepreneurship Trainer/Instructor | Matn University College, Beirut
December 2023 – Present

1. Designing and delivering entrepreneurship training workshops tailored to student needs.
2. Conducting workshops and seminars on various aspects of entrepreneurship.

3. Mentoring student entrepreneurs in developing viable business concepts.
4. Organizing guest lectures, panel discussions, and networking events.
5. Evaluating student progress and providing constructive feedback.

Administrative Assistant - Health Information Administrator | Clemenceau Medical Center, Beirut
April 2012 – October 2022

1. Supervised and motivated a team, overseeing the transition to electronic health records.
2. Provided secretarial support, including meeting minutes, and handled phone inquiries.
3. Conducted monthly audits and prepared reports for quality control and compliance.
4. Assisted in daily operations, including patient services and medical record requests.
5. Established and maintained departmental files, ensuring organization and efficiency in record-keeping processes.

E-Commerce Founder | Move, Beirut
January 2020 – August 2023

1. Developed long and short-term growth strategies for Move, optimized wholesale and retail operations.
2. Managed day-to-day operations, ensuring high levels of customer satisfaction and efficient inventory management.
3. Implemented marketing activities to drive sales, including online promotion, fulfillment, and shipping logistics.
4. Monitored sales records and market trends to anticipate consumer behavior, adjusting pricing and strategies accordingly to maintain competitiveness.

Brand Manager | Square Denim, Beirut
January 2018 – January 2019

1. Created startup strategy and brand identity for Square Denim, focusing on establishing a unique market presence.
2. Analyzed brand positioning and consumer insights to shape the brand's vision and mission effectively.
3. Developed comprehensive plans and go-to-market strategies to translate brand elements into successful marketing campaigns.
4. Oversaw marketing activities, including product distribution, consumer reactions, and advertising efforts, ensuring brand visibility and engagement.

Education

- **Master's in Business Administration** - ESA Business School, Beirut- ESCP Europe| June 2024

- **Master's in Information Management** - Lebanese University, Beirut | April 2019
- **Diploma in International Classification of Disease** - University Saint Joseph, Beirut | June 2016
- **Bachelor of Information Management** - Lebanese University, Beirut | June 2011

Skills

- Time Management Skills
- Problem-Solving Skills
- Entrepreneurship Skills
- Critical thinking Skills
- Strong interpersonal abilities Skills
- Negotiation skills
- Strategic Thinking and Planning Skills
- Adaptability and creativity Skills
- Relationship building Skills