

Charbel Hanna Daou

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PROFESSIONAL EXPERIENCE

Maids.cc, Marketing Business Analyst

Jun 2024 – Present

- Leveraged data analytics to optimize CAC by analyzing market trends, customer behavior, and campaign performance.
- Collaborated with the head of partnerships to identify, establish, and manage strategic partnerships.
- Utilized advanced analytics to segment the customer base and develop targeted online and out-of-home marketing campaigns.
- Monitored and visualized marketing campaign performance data using Tableau to support data-driven decision-making.

EventBox

Business Development Associate

Dec 2023 – Present

- Leading market research for new opportunities in live entertainment and brand-licensed shows in MENA and Europe.
- Managing partnerships with 13 major brands such as Warner Bros, DreamWorks, DC, Nickelodeon, Universal, Paramount, Cartoon Network, Hasbro, Animaccord, and Aardman.
- Collaborating with the managing partner on strategic planning, organizational structure, and operations optimization.
- Supervising digital marketing campaigns and ensuring compliance with guidelines set by licensors.

Project Manager

Jul 2023 – Present

- Managing and coordinating multiple high-profile brand-licensed events across the MENA region, ensuring successful execution.
- Taking care of on-ground event operations, logistics, and financial cash management with a keen eye for detail and efficiency.
- Collaborating with executive producers and adhering to execution guidelines of renowned international studios.
- Supervising and organizing the schedules and worksheets of international and local teams of cast, crew, and activators.

Project Coordinator

Jul 2022 – Jun 2023

- Executed precise show calling for live events, ensuring seamless transitions and timing throughout performances.
- Conducted inventory management of props and materials while maintaining meticulous records.
- Implemented rigorous safety measures for children in activity areas, prioritizing participant well-being.
- Coordinated logistics for transportation, accommodation, green room, and laundry, ensuring smooth operations.

Digital Revamp, Marketing Project Manager

Dec 2022 – Jan 2024

- Managed 11 accounts for C-level executives, government officials, and B2B/B2C in the USA, UAE, and Lebanon.
- Communicated with clients from various sectors including media, government, legal, manufacturing, finance, tourism, and energy to identify and define requirements, scope, and objectives.
- Developed marketing strategies and proposals by analyzing the client's target audience, building buyer personas, and evaluating the industry and competitive landscape.
- Led teams to write, design, develop, and implement digital projects while closely monitoring progress on delegated tasks.

EDUCATION

American University of Beirut (AUB), Master of Science in Business Analytics

Aug 2023 – Aug 2024

- **GPA: 3.88/4.00**, Honors List
- Activities and societies: AUB Consulting Club, MSBA Society

Notre Dame University Louaize (NDU), Bachelor of Business Administration in Financial Engineering

Aug 2018 – Dec 2021

- **GPA: 3.76/4.00**, High Distinction
- Activities and societies: Accounting and Finance Club

EXTRACURRICULAR EXPERIENCE

Suliman S. Olayan School of Business, Graduate Teaching Assistant

Aug 2023 – Present

- Supporting a professor in Business Operations Management course instruction, and preparing, grading, and proctoring exams.

Private Tutoring, Tutor

Sep 2018 – Jun 2022

- Helped university business students excel in courses like finance, accounting, economics, marketing, and management.

SKILLS & PERSONAL

Certificates: McKinsey Forward Program

Languages: Arabic (native), English (fluent), French (fluent), Spanish (beginner).

IT: Python, R, Java Script, Tableau, SQL, Liveperson, Apify, MATLAB, IBM SPSS, EVIEWS7, @RISK, Thomson Reuters Eikon, Interactive Brokers, Adobe Photoshop, Adobe After Effects, Adobe Dreamweaver, Radius, Putty, Winbox, Wizard, Q Lab, Asana, Slack, Microsoft Office, and Google G Suite.