

Profile Summary

Passionate marketing and operations professional with a proven track record in administration, research, digital marketing, community service, and marketing strategy. Successfully contributed to the growth of Mentor Arabia, elevated local vendors at Shouf Biosphere Reserve, and optimized marketing efforts at Park Innovation. Proficient in content creation, event coordination, and market research. Committed to making a positive difference and contributing to the success of organizations, whether in the corporate or non-profit sector, by driving results and inspiring positive change.

Core Competencies

- Market Research
- Digital Marketing
- Event Management
- Translation
- Content Creation
- Vendor Sourcing
- Marketing Strategy
- Competitive Analysis
- Sustainable Marketing
- Social Selling
- Community Engagement
- Marketing Administration
- Influencer Management
- Operations Management
- Negotiation
- Reporting Analysis

Education

Bachelor of Business Administration

2023

Modern University for Business and Science

Professional Experience

Digital marketing specialist – communication and awareness department

2023- current

Shouf Biosphere Reserve

- Actively participating in local and regional events and eco-fairs to represent the Shouf Biosphere Reserve, fostering partnerships, and raising awareness about its initiatives, resulting in a 20% growth in event attendees and collaborators.
- Collaborating with NGOs and community organizations to organize and support eco-friendly events and conservation projects within the reserve, promoting sustainability and community engagement while strengthening the reserve's position as a conservation leader in the region.
- Stay updated on industry trends and best practices in marketing and digital marketing, incorporating new strategies and technologies into marketing plans as appropriate.
- Coordinate marketing events and promotions, both onsite and online, to enhance awareness and attract visitors to Shouf Biosphere Reserve.
- Continuously evaluate and refine marketing strategies based on feedback, results, and changing market dynamics.

Local guide & Sales Executive

2021- 2022

Shouf biosphere reserve, Shouf, Lebanon

- Successfully sourcing and nurturing partnerships with local vendors, aligning their offerings with sustainable practices and increasing community support.
- Elevating local organic product vendors, resulting in a 25% increase in sales and a 30% growth in vendor participation within the first year.
- Spearheading the creation and execution of creative marketing campaigns, driving a 20% rise in visitor engagement and a 15% boost in event attendance.
- Collaborating with cross-functional teams to integrate sustainability messaging into marketing campaigns, enhancing the organization's reputation as a sustainability advocate.
- Conducting comprehensive market research to identify eco-tourism trends and visitor preferences, leading to the development of tailored marketing strategies that attracted a 15% increase in eco-conscious tourists.
- Actively participating in local and regional events and eco-fairs to represent the Shouf Biosphere Reserve, fostering partnerships, and raising awareness about its initiatives, resulting in a 20% growth in event attendees and collaborators.
- Collaborating with NGOs and community organizations to organize and support eco-friendly events and conservation projects within the reserve, promoting sustainability and community engagement while strengthening the reserve's position as a conservation leader in the region.

Marketing Intern

2021- 2022

Mentor Arabia NGO Beirut, Lebanon

- Conducted in-depth research on youth-related health issues and trends, providing valuable insights for the development of educational programs and campaigns.
- Collaborated with the marketing team to create engaging content, resulting in a 20% growth in the organization's online presence.
- Supported the planning and execution of events focused on youth well-being, ensuring seamless coordination and enhancing participant satisfaction.
- Translated marketing materials and educational resources to reach a wider Arabic-speaking audience, expanding the organization's impact.
- Assisted in organizing awareness campaigns and workshops in various Arab regions, reaching over 5,000 youth participants.
- Worked closely with local NGOs and educational institutions to establish partnerships that furthered the organization's mission, resulting in increased support and participation in Mentor Arabia's programs.
- Played a key role in data collection and analysis for program evaluation, contributing to evidence-based decision-making and program improvements.

Freelance Project Marketing Research Assistant

2021- 2022

Tourific, Pre-launch Phase
Beirut, Lebanon

- Conducted comprehensive research on the European market for touristic attractions, providing crucial insights that guided the company's expansion strategy into new markets.
- Collaborated with cross-functional teams to create and optimize sales presentations and materials.
- Crafted compelling content for marketing campaigns that successfully promoted Tourific's offerings, leading to a 15% increase in customer inquiries and bookings.
- Conducted in-depth competitive analysis, allowing the company to identify opportunities and refine its product offerings to stay competitive in the market.
- Played a pivotal role in the development of a new customer acquisition strategy, resulting in a 15% boost in new customer bookings within three months.
- Assisted in the development of marketing collateral, including product brochures and customized package leaflets, enhancing the sales team's ability to communicate the value of Tourific's services.

Certificates and Trainings

- Digital Marketing for SMEs Certificate, Anera, Lebanon, 2023
- Immersive Technology : Trends, Opportunities, and Challenges, LeLaboDigital, Lebanon, 2023
- Top Event Organizing Volunteer, Aley Spring Festival, MUBS, Lebanon, 2023
- Negotiation and Influence, Mediterranean Voices, Lebanon, 2022
- Skilled Negotiator Training, The Knowledge Academy, Lebanon, 2022
- Event Planning and Management, MUBS, Lebanon, 2022
- Advanced Excel, The Knowledge Academy, Lebanon, 2022

References available upon request