

## **ADAM MOHAMAD KASIM**

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Lebanon, Beirut

### **SUMMARY**

Innovative and results-driven marketing student at Beirut Arab University with a proven ability to combine creativity and strategic thinking to achieve impactful results. Skilled in building strong client relationships, managing tasks efficiently, and performing effectively under pressure. Known for a calm and collected approach, exceptional communication skills, and a passion for crafting unique solutions to challenges. Bilingual in Arabic and English, with a commitment to excellence.

### **SKILLS**

#### ***Professional skills :***

Social media content creation and strategy  
Strong communication and interpersonal skills  
Time management and multitasking  
Ability to work effectively under pressure  
Public relations and sales coordination  
Client relationship building

#### ***Technical skills :***

Familiarity with basic social media platforms  
Understanding of Marketing fundamentals

### **WORK EXPERIENCE**

#### **PR and Sales trainee**

*FYRE CREATIVE AGENCY* | 22 DECEMBER 2024 – Present|

- Assisted in developing marketing materials and client communications.
- Built and maintained client relationships, providing ongoing support and ensuring satisfaction.
- Collaborated with the team to assist with sales strategies and promotional efforts.

#### **Waiter/Coordinator**

Munchease | 1 August 2022 – Present|

- Provided exceptional service to 15–20 guests daily in a fine dining environment, ensuring satisfaction.
- Coordinated with team members to enhance operations and reduce complaints by over 81%.

### **EDUCATION**

Bachelor of Business Administration, Marketing

Beirut Arab University, Beirut, Lebanon

|2024-2025 –Present|

GPA: 3.7

### **LANGUAGE**

Arabic: Native

English: Fluent

French: Beginner