

Rihab Kutaish

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E-mail Address: rihabkotaish@hotmail.com / rmk56@mail.aub.eduLinkedIn Account URL: <http://linkedin.com/in/rihab-kotaish-aub>**EDUCATION Most Recent Backwards**

From 08/22 to present	London School of Economics and Political Science Ongoing online MBA/ Data Analytics, Economics	London, UK
From 06/19 to 08/19	Ecole d'Ingénieurs de PURPAN Summer Study Abroad Program	Toulouse, France
From 09/15 to 05/20	American University of Beirut <u>Dual degree:</u> Bachelor's in Business Administration/ BS in Agricultural Economics/ Ingénieur Agricole <u>Relevant Courses Taken:</u> Accounting, Finance, Marketing/Sales, Management, Information Systems, Decision Making, Operations Management, CRM, Databases, ERP, Entrepreneurship, Business Ethics, HR, Organizational Behavior, Agricultural Engineering, Food, Waste, Water	Beirut, Lebanon
From 09/00 to 06/15	Shouf National College Average over 100: 88, Honors	Baakline, Lebanon

EXPERIENCE Most Recent Backwards

From 01/24 to 09/24	MEDCO S.A.L. <u>Position held:</u> Digital & E-commerce Strategist <ul style="list-style-type: none"> Developing and executing e-commerce marketing campaigns to support new launches Utilizing email marketing, social media, and Google ads, to drive traffic and sales t MEDCO's e-commerce platform (My MEDCO App, Yala Stop App, MEDCO website, SouqMEDCO) Managing back-end and front-end of My MEDCO App, Yala Stop App, MEDCO website, and SouqMEDCO Developing app/website digital content; editing, scheduling, updating data and push notifications through Content Management System (CMS) Overseeing SEO, SEM, and PPC campaigns to drive traffic and maximize ROI Working with developers to update digital applications Reporting on key performance indicators (KPIs) such as sales, conversion rates, traffic, and customer acquisition costs & using data-driven insights to inform decisions Optimizing social media presence, including working with influencers to promote our brand and products / Managing MEDCO's LinkedIn page from A to Z (content creation, Ads, campaigns, community) Coordinating with internal stakeholders and external partners to execute in-store activations and other promotional events Monitoring all aspects of digital campaigns, including budget, timelines, and performance tracking Following up with online orders, and customer feedback Monitoring pricing strategies, competitor analysis, and market trends to stay ahead of the competition by incorporating new ideas into current strategies 	Beirut, Lebanon
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- Using data analysis to measure the effectiveness of e-commerce marketing campaigns and adjusting strategies as needed to optimize performance (A/B testing, UX/UI improvements, and other tools to optimize conversion rates)

From 01/22 to 12/23

McDonald's

Sin El Fil, Lebanon

Position held: Digital Marketing Lead/Supervisor

- Creating and Implementing strategies that help grow the company's online presence and increase sales and customer engagement
- Agile Project Management
- Setting pricing strategies and offers to increase gross profit
- Lifetime Value: Monetizing customer database
- Analyzing financial data to have accurate customer business insights
- Segmentation & Personalization (push notifications, email marketing, social media)
- Monitoring Customer Lifecycle (RFV) and in charge of Customer Long Term Relationship > MyMcDonald's Loyalty Program
- Handling front-end developing of McDonald's Application and Automating Journeys and SEO Optimization
- Briefing media, advertising, and public relations agencies
- Networking, Communication, and Coordinating suppliers and partners
- DBM (Query), Campaign, Data integration, CRM tools, CRM Calendar
- Connecting "Marketing campaigns insights" to CRM strategy
- Establishing strong Influencer Marketing, Digital Marketing, and Brand partnerships

From 01/21 to 04/22

IG Concept

Virginia, USA

Position held: E-Commerce Manager

- Developing content for branding, marketing, and advertising
- Defining and revising order fulfilment policies
- Analyzing data; Monitoring and evaluating data analytics tools; copywriting
- Driving e-commerce sales performance and examining past performance of campaigns to improve marketing effectiveness
- Generating ideas and strategies based on data-driven insights; content writing
- Managing the sales, promotions, marketing and social media campaigns over digital platforms (social media, Amazon, noon)
- Following up with service quality and customer satisfaction (CRM)
- Examining new market trends and business opportunities
- Listing SKUs

From 06/20 to 12/20

Vibes Tourism

Beirut, Lebanon

Position held: Marketing Executive

- Creating and sending daily marketing/advertising campaigns
- Developing pricing strategies
- E-commerce execution on Juniper software (company website)
- Targeting strategies based on demographic data
- Planning, implementing, and monitoring marketing campaigns
- Organizing and coordinating marketing events such as conferences, webinars, and trade shows
- Creating content for different platforms such as social media, website, and press release; copywriting
- Conducting market research to identify industry trends and commercial opportunities
- Developing and implementing marketing strategies according to objectives and budget

From 10/20 to 02/21	METALGOI SIDERURGICA - S.P.A. <u>Position held:</u> Project Intern <ul style="list-style-type: none"> • Solar System feasibility study, installation and management • R&D in Green Economy and Renewable Energy Management 	United Kingdom
From 06/19 to 07/19	Société Civile d'Exploitation Agriculture de Jordi (SCEA) <u>Position held:</u> Intern <ul style="list-style-type: none"> • Farm/Factory businesses (Sales/Operations) • Supply Chain Management/Quality Control/Packaging • Brewing beer/ Winemaking/ Alcool de prune 	Venerque, France
From 09/17 to 10/18	Outlook AUB Newspaper <u>Position held:</u> Web Editor Journalist and Writer (English/Arabic)	
From 01/17 to 09/18	AIESEC <u>Position held:</u> Attraction and Brand Advocacy Member (oGV) NGOs Sales (iGV) <ul style="list-style-type: none"> • Managed special projects and assignments for different NGOs • Marketed opportunities, Business Development, Recruitment (HR) • Customer experience for enablers and for youth 	Beirut, Lebanon

PROJECTS ACCOMPLISHED/ EXTRA CURRICULAR ACTIVITIES/ CERTIFICATES

- Delegate at Model United Nations
- Delegate at Young Mediterranean Voices
- AUB Campus Yearbook (Sponsorship, PR, Marketing, Business Development)
- Volunteer at World Youth Alliance
- Treasurer at Food and Agriculture Student Society (AUB-FAFS)
- Orientation Guide at AUB Office of Student Affairs
- Administrative Position at WAAAUB (Worldwide Alumni Association at AUB)
- Final Year Project Business Plan (Hydroponics vertical indoor farming startup)
- Entrepreneurship Business Plan (Aquaponics shrimp farm startup)
- Marketing/Entrepreneurship Projects
- Environmental Activist and Photographer at Green Orient
- Team Member at AUB Outdoors
- Agricultural & Environmental Consultant at Shouf Biosphere Reserve
- UNFAO certificate
- Coursera Google Career Certificates (Analytics, Digital Marketing, ECommerce, Python, R, SQL, Databases, Paid Social Media, etc.)

SKILLS

Languages: Fluent in English and Arabic (writing, reading and speaking), intermediate in French (DEL F B2 level), beginner in German, and basic knowledge in Spanish

Computer Skills: MS Word, Excel, PowerPoint, Access, Solver, Visual Basic (VBA), Databases, ERP, CRM, Business Analytics, Optimization, Linear Programming, Social Media Platforms, 8x8, Statistics, ANOVA, Biostatistics

Research Skills: Psychology, Philosophy, Political Science, Case Studies (corporations), Business Plans, Sustainability

Technical Skills: Surveying, Procurement, CRM, Accounting, Financial Management, Marketing, SEO, PPC, Business Operations, Financial Analysis, Website Development and Design, Statistics, Photoshop, Canva, MEAL knowledge

Soft Skills: Leadership, Communication, Teambuilding, Critical Thinking, Organizational, Planning, Tutoring, Scheduling, Analyzing, Management, Value and Supply Chain Management, Managerial Accounting, Public Speaking, Activist