

Samer Abou Okde

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➤ Career Brief:

Samer is a performance-driven Public Relations Specialist with 2 years of experience in crafting and executing two successful PR campaigns. 3 years of experience in FNB, led a team of 7 and worked under extreme pressure, achieved sky rocketing raise in sales figures, brand visibility, and customers loyalty. 3 years of experience in Retail, led a team of 4 seasonal members, achieving a 35% increase in sales and a 20% bump in foot traffic, and recognized as employee of the quarter 2 times in a year.

➤ Professional Experience:

Amel Association International – Beirut, Lebanon | Feb 2024 – May 2024

❖ Communication Intern

Being handpicked to be part of a new team of 5 to share my knowledge and forge it. Held communication duties for 2 projects, including content creation, video editing, press releases, copy writing, vox pops, interviews, success stories and field visits for data collection. Showcase your knowledge, skills, and qualifications beyond your day-to-day tasks.

- **Crafted and implemented** engaging content across social media channels, boosting program visibility by 35%.
- **Coordinated field visits and media coverage strategies**, resulting in increased community awareness of educational and health initiatives.
- **Collaborated with projects coordinators to develop reports and press materials**, enhancing media outreach and internal communications.
- **Created and edited a** video to be presented in an event to support immigrant workers, a 3 minutes video made with raw visual material in a 1-week deadline, and done on time.
- **Held an interview** with the program coordinator for data collection, and building success stories.
- **Skills:** Email and 1 on 1 Communications / Strong Work Ethics / Creativity / Patience / Versatility / Social Media Content.

Peck Restaurant – Beirut, Lebanon | May 2021 – April 2024

❖ Team Leader

Excellent customer service with astonishing attitude to serve and help customers through their journey, to bring an outstanding food experience to their table. Internally, I shaped a team of 5 professional servers and bartenders, which I managed and supported their daily tasks.

- **Spearheaded customer service and operational enhancements**, leading to a 92% increase in customer satisfaction scores.
- **Developed staff training** programs that increased team efficiency and communication effectiveness.
- **Orchestrated Private events** that drove sales growth and strengthened brand presence.
- **Created a smooth and creative atmosphere** for social media contents, that injected high increase of foot traffic.
- **Managed suppliers and purchasing**, that kept everything under control and within timelines.
- **Managed inventories**, coordinating with on floor data collection and “Omega” system’s numbers.
- **Skills:** Leadership / Self-Motivation / Determination / Management / Customer Service / Trustworthiness / Decision-Making / Reporting / Evaluation / Content Creation.

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ABC Sal. – Beirut, Lebanon | May 2017 – January 2020

❖ Sales Associate

Being chosen out of more than 1000+ applicants in 3 open days, where we were tested with IQ games, leadership tests, customer service simulations, and communication skills under pressure, ended with a long psychological interview. Only 100 applicants succeeded to be the opening team of ABC department store of Verdun.

- **Drove a 22% increase in sales** through personalized customer service and strategic brand representation.
- **Trained and mentored** seasonal part-timers, fostering a cohesive team environment.
- **Recognized as Employee of the Quarter** for consistently surpassing sales targets, and collecting outstanding customer feedbacks.
- **Succeed with full grades in all of ABC trainings**, that includes (CRM, COD, brands and trends, customer service, selling techniques)
- **Worked with the stylists** to create an absolute stunning displays and visuals every month for my section, and **reporting brands performance** to the brand representatives.
- **Skills:** Performance Management / Strong Work Ethics / Customer Service / Patience / Trustworthiness / Versatility / Evaluation / Reporting.

Hope Mcf – Hadath, Lebanon | January 2016 - April 2018

❖ Public Relations Representative

formulating PR plans and strategies, managing media relations, enhancing the company's voice through various channels, writing PR copy, planning events, and analyzing public opinion.

- **Conducted fundraising event** that reached 135% of target and community outreach programs, amplifying organizational mission impact.
- **Created captivating success stories and media content**, enhancing public engagement and donor relations.
- **Conducting research**, that helped with collecting all the needed data for campaigns which includes budget study, case study, threats, dates, places, names of stakeholders.
- **Skills:** Research / Event Planning / Fundraising / Invitation Communications / Field Visits / Recording Minutes.

➤ Education and Certification:

- ❖ **Bachelor Of Communication Arts – Public Relations** | Lebanese International University, Beirut, Lebanon
- ❖ **Digital Marketing** | Practical Accounting Academy

➤ Skills:

- **Soft:** Excellent Communication/ Strong Work Ethics/ Creativity/ Patience/ Versatility/ Leadership/ Self-Motivation/ Determination/ Customer Service/ Trustworthiness/ Decision-Making/ Field Visits/ Persuasion/ Ambition/ Negotiation skills/ Critical Thinking/ Collaboration/ Positive Attitude/ Problem-Solving/
- **Hard:** MS Office/ Meta BS/ Premiere/ Omega/ WPS/ Cap Cut/ copywriting/ Interpreting Data/ Financial Planning/ Recording Minutes/ Management skills/ Social Media Marketing/ CRM/ Content Creation/ Presentation Skills/ Research/ Evaluation/ Reporting/ Event Planning/