



Results-driven **MBA** graduate seeking to thrive in the dynamic environment of a tech-driven company. Possess **8 years** of professional experience in **business development**, **sales**, and **marketing**. Adept at **analyzing markets**, understanding **consumer behavior**, and **developing strategic campaigns**. Proficient in **lead generation**, **market analysis**, and **identifying target audiences**. Demonstrated ability to **close deals** and **negotiate globally**. Passionate about digital transformation and fostering **scalable business growth**.

## LANGUAGE

- Arabic - *Native*
- English - *Native*
- French - *Professional*
- Spanish - *B1*

## SKILLS

- Business Development
- Account Management
- Lead Generation
- Partner Onboarding
- Market Analysis
- Data-Driven Decision Making
- Relationship Building
- Team Collaboration

## EDUCATION

- IE BUSINESS SCHOOL - *Madrid, Spain*

**International MBA** – Master's in Business Administration – **Strategy Specialisation** | Sep. 2022 - Dec. 2023

- LEBANESE AMERICAN UNIVERSITY  
*Beirut, Lebanon* - **Bachelor of Science (Business)** – Marketing and Advertising | Jan. 2012- Apr. 2016

## TECHNICAL EXPERTISE

- Google AdWords | SEO | Google Analytics | Project Planning (Trello) | FB Suite | Conflict Resolution
- Microsoft Office: Excel, Word, Powerpoint

## INTERESTS

- **Co-founder** of the hiking and camping club at LAU.
- **Volunteer** at MMKN & INJAZ NGOs.
- **Tennis**, scuba diving and snowboarding are my passion.

## EXPERIENCE

### FINE LINE PRODUCTION | Production House — \$300K USD

Beirut, Lebanon — Apr 2024 to Date

#### Business Development Consultant

- **Expanded operations** to the USA, France, Cyprus, and UAE, boosting revenue by **25%**.
- **Revamped sales processes**, leading to a **32% increase in client acquisition**.
- **Secured 6 partnerships**, by developing the strategic plan and diversifying the company's portfolio.

### AJJERNI | Technology - 1 million USD

Beirut, Lebanon - Feb 2024-To Date

#### Business Development & UI Optimisation

- **Expanded user acquisition by 35%** across Lebanon, UAE, and KSA.
- **Improved app UI**, reducing on boarding drop-offs by **25%** and boosting engagement by **45%**.
- **Enhanced retention by 22%** by aligning product features with user insights.

### AZAR GROUP | Construction/Manufacturing - 25 million USD

Accra, Ghana - Nov. 2016-Sep. 2022

#### Business Development & Marketing Manager

- **Generated \$2.3M in revenue** by converting high-value clients.
- **Increased customer retention by 12%** through proactive **account management** and **resolving operational issues**.
- **Drove 16% sales growth** by expanding into new markets in **Togo, Benin**, and **Burkina Faso**.
- **Optimised lead funneling**, refining targeting strategies.
- **Managed a \$1M annual budget** for online and offline **marketing campaigns** (TVC, SM, OOH), ensuring resource efficiency.
- **Led sales training**, equipping teams and partners with product knowledge.
- **Boosted partner revenue by 15%** within 3 months.
- **Improved partner revenue by 15%** within **3 months** by **analysing** and addressing performance gaps using **market-specific insights**.

### HEMPEL GROUP | Industrial Paint - 1,900 million USD

Durban, South Africa - Aug. 2016-Oct. 2016

#### Marketing & Quality Control

- **Created visuals** for Hempel's Road Marking Paint launch.
- **Reduced errors by 7%**, improving quality control.
- Supervised vessel renovation at Durban port.

### UTA Group | International Commerce Agency - 15 million USD

Istanbul, Turkey - Apr. 2016-Jul. 2016

#### Business Development/ Import and Export Department

- Built **B2B relationships** in Lebanon, Syria, UAE, Egypt, Algeria, Ghana, Nigeria, Togo, France, and the UK by engaging construction firms and business owners.
- Secured **sales** by driving **business development** and surpassing key client quotas.
- **Managed on boarding**, ensuring seamless client interactions.