

# ABDEL GHANI MASRI

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Beirut, Lebanon

Date of Birth: 26/07/1999



I am a motivated and adaptable professional with a strong work ethic. Possessing excellent communication and teamwork skills, I am dedicated to achieving goals and delivering high-quality results. With a keen attention to detail and a proactive approach, I am eager to contribute my skills and enthusiasm to a dynamic work environment. I am a quick learner, always open to new challenges, and committed to continuous personal and professional development.

## EXPERIENCE

### Sales & Marketing Manager

#### Harry's Optic

01/2020 - Present, Beirut-Lebanon

- Managing daily operations including overseeing order placement, inventory management, and sales processing and ensuring smooth store functionality.
- Directing the creation and management of both sales/marketing budgets and internal operational budgets, ensuring financial targets.
- Identifying the primary customer demographics and ensuring marketing and sales efforts are aligned with their needs.
- Planning sales around key times of the year, like back-to-school or holiday shopping seasons.
- Keeping an eye on what competing stores are offering, their pricing, and their promotional activities to stay competitive.

### Marketing Intern

#### Plastiban Packaging Company

07/2024-08/2024, Beirut- Lebanon

- Managed social media platforms by planning and scheduling posts, ensuring a steady online presence.
- Created engaging social media content to boost audience interaction and strengthen brand recognition.
- Supported email marketing campaigns by analyzing data and refining messaging for better results.
- Assisted in planning and coordinating seasonal events, managing logistics and vendor relationships to enhance brand visibility.

### Sales Assistant

#### Harry's Optic

01/2015 - 01/2020, Beirut-Lebanon

- Designed and executed sales strategies tailored to customer needs in the optics industry, driving both new business and repeat sales.
- Consistently exceeded sales targets, contributing to a 60% increase in revenue over the course of one year.
- Built and maintained strong relationships with clients, leading to an 85% customer retention rate and increased satisfaction

## EDUCATION

### Bachelor Degree in Marketing and Advertising

#### American University of Science and Technology

Graduated in 2024, Beirut, Lebanon

### Lebanese Baccalaureate- Economics

#### Green Field College

Graduated in 2017, Beirut, Lebanon

## LANGUAGES

English (Fluent)

French (Fluent)

Arabic (Nativ)

## SKILLS

Microsoft Office Canva, CapCut Digital Marketing Ideation Communication and Leadership SEO SEA CRM

## CERTIFICATIONS

- Social Media Marketing in Practice
- AI, & the Future Business of Work
- Facebook, Instagram, and Snapchat Marketing
- AI For Everyone
- Generative AI for Everyone
- Technologies and platforms for Artificial Intelligence
- Social Media and Social Content Strategy
- Social Media and Digital Marketing Fundamentals
- Twitter, LinkedIn, and YouTube Marketing

## VOLUNTEERING

### Lebanese Scout Association – Beirut Four group

- Provided leadership to a group of over 180 members (ages 5–18) using established scouting methodologies to enhance life skills and personal growth.
- Advanced educational and character development by mentoring emerging leaders through seminars and workshops in collaboration with the International College (IC).
- Organized and executed diverse camps and field events across Lebanon, fostering meaningful interactions with local communities and scouting organizations.
- Streamlined group operations by managing administrative tasks and initiating community service projects that boosted public engagement and networking opportunities.