

Dana Ftouni

Business Marketing Specialist

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Summary Statement

A Business Marketing graduate with hands-on experience as a Sales Associate in a mobile retail sector. Skilled in customer engagement, product knowledge, and digital marketing, with certifications in Inbound and Digital Marketing from HubSpot. Passionate about advancing my academic journey with a Master's degree, with the goal of deepening my expertise in global marketing strategies. Eager to apply my practical experience and marketing knowledge to both academic research and real-world applications, contributing to innovative solutions in international business environments. Seeking opportunities to grow in a dynamic, forward-thinking environment.

Personal Data

Nationality: Lebanese
Gender: Female
Date of birth: March / 24 / 2005
Address: Beirut, Lebanon
LinkedIn: [Dana Ftouni](#)

Pro Skills

- Bachelor's in Business Marketing with practical sales experience
- Expertise in customer engagement & marketing strategies
- Certified in inbound & digital marketing (HubSpot)
- Strong ethical foundation through CITI Program certification
- Proven adaptability & problem-solving skills in dynamic environments
- Proficient in leveraging marketing tools to drive engagement
- Skilled communicator with a results-oriented approach
- Adaptive to evolving market trends & consumer behaviors

Education

2024 – 2025
Bachelor Degree in Business Marketing
Lebanese American University Beirut, Lebanon

2021 - 2022
Lebanese Baccalaureate Certificate in Socio-Economy
Hassan Kassir Secondary School of Beirut, Lebanon

Work Experience

Jan. 2023 – Sept. 2024
Sales Associate

Itech Mobiles Store - Beirut, Lebanon

- Assisting customers in finding the right devices and accessories
- Explaining features and specifications of products
- Offering tailored recommendations based on customer needs
- Answering questions about product availability and pricing
- Demonstrating the functionality of mobile devices
- Handling customer inquiries and providing solutions
- Processing sales transactions and issuing receipts
- Maintaining the cleanliness and organization of the store
- Updating knowledge on the latest mobile technologies and trends
- Supporting team members in achieving sales targets

- Engaging with customers to build long-term relationships
- Promoting ongoing offers, promotions, and services

**Seminars
& Workshops**

- Collaborative Institutional Training Initiative Program Course
Lebanese American University, 2024
- Inbound Marketing Course
Hubspot Academy, 2023
- Digital Marketing Course
Hubspot Academy, 2023
- English Language Certificate
Lebanese American University, 2022
- German Language Course (A1)
Lebanese American University, 2025

Language

Arabic – *Native*
English – *Fluent*
French – *Basics*
German – *Basics*

**Software
Skills**

- Microsoft Office Suite: Word, Excel, Power Point
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