

Beirut, Lebanon
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www.linkedin.com/in/patrick-ardahalian (LinkedIn)

Top Skills

Cryptocurrency
Purchase Orders
Problem Solving

Languages

English (Full Professional)
French (Full Professional)
Arabic (Professional Working)
Greek (Native or Bilingual)

Certifications

Building Resilience
Developing Your Emotional
Intelligence
Critical Thinking for Better Judgment
and Decision-Making

Honors-Awards

Scroll Honor Society Tulsa
Oklahoma
Binance Crypto Trading Strategies

Creative Content Creator & Digital MARCOM including Public
Relations & Event Management Specialist (currently doing Crypto
Content on Binance Square with over 1,200 followers)

Beirut, Beirut Governorate, Lebanon

Summary

Awards? I've got more accolades than your grandma's got knitting patterns.

Multi-tasking? I handle projects across KSA and UAE like a pro juggler with flaming bowling pins.

Tight deadlines? They're old friends of mine.

With decades of experience spanning various global professional landscapes, I've turned my Emotional Intelligence into a competitive edge, elevating company-client relationships into benchmarks of success and best practices.

Professional Experience Summary

- Excelled as a social media strategist, content creator, and skilled proofreader
- Developed innovative marketing themes through creative brainstorming
- Planned and executed strategic business development initiatives
- Attracted and retained new clients with effective pitches and dynamic presentations
- Organized and managed client projects, product launches, promotions, and events

Key Communication Skills

- Building and maintaining strong client relationships
- Creative problem-solving and conceptual brainstorming
- Real-time troubleshooting during installations
- Resolving interpersonal conflicts in client and team dynamics
- Generating high-quality content and devising outreach strategies
- Managing online and offline demand campaigns
- Advanced expertise in B2B marketing

Business Expertise:

- Sales and public relations
- Crypto trading and market analysis
- Teaching English (IELTS preparation)

If you're looking for someone who thrives under pressure, delivers creative solutions, and exceeds expectations, look no further than me.

Experience

Pi Network

Pioneer

January 2021 - Present (4 years 2 months)

Beirut, Beirut Governorate, Lebanon

Binance

Advanced Futures Trader

October 2021 - May 2024 (2 years 8 months)

Beirut, Beirut Governorate, Lebanon

Investor in crypto

Media Link International (MLI)

2 years 1 month

Global Content Acquisitions and Demand Generation Director

March 2021 - October 2021 (8 months)

Lebanon

In my role as Global TV Content Acquisitions Director at Media Link International, I oversee the acquisition of film and television programming rights for online and traditional broadcast platforms. This involves negotiating licensing agreements and purchasing content worldwide, attending major film festivals and conferences for sourcing, and managing client relationships across Asia and Southeast Asia.

Global Demand Generation Director

October 2019 - October 2021 (2 years 1 month)

Beirut, Lebanon

Responsible for developing and leading a company's generation strategies for content, outreach, searches, and other digital tactics which produce leads that turn into customers.

automate, and execute new campaigns.

Eco Friendly SARL

Chief Marketing Officer

May 2010 - October 2019 (9 years 6 months)

El Metn District, Lebanon

Renewable energy start-up in Lebanon

<https://www.facebook.com/EcoFriendlyme>

Kuthban - Dunes Advertising

Senior Account Manager

July 2005 - December 2009 (4 years 6 months)

Saudi Arabia

Full service advertising agency (BTL and events management)

J. Walter Thompson Worldwide

Account Executive

July 1998 - July 2004 (6 years 1 month)

Greece

Full service advertising agency (ATL)

Education

University of Surrey

Post-Graduate Diploma, Master of Science in Business Management and Strategic Planning · (January 2000 - December 2001)

The University of Tulsa

Bachelor of Arts - BA, Organizational Communication, General · (June 1994 - December 1997)