

## OBJECTIVE

To leverage my skills in program coordination, sales, and marketing to deliver impactful training solutions, execute strategic partnerships, and drive organizational success.

## CONTACT

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## EDUCATION

BA IN MARKETING AND  
MANAGEMENT  
ANTONINE UNIVERSITY, BAABDA,  
LEBANON

**Sep 2016 – May 2020**

## SKILLS

- Sales
- Management and Administration
- Strategic Planning
- Project Management
- Presentation
- Communication
- Problem Solving

# Ali Houssaini

## PROGRAM COORDINATOR

Program Coordinator with 5 years of expertise in sales, marketing, and project management. Skilled in Education programs operations, executing partnerships, and delivering training solutions to drive growth and customer satisfaction.

### Professional Experience

#### Program Coordinator

**Lebanese American University – Beirut**

**July 2023 – Present**

- Managed all aspects of program delivery, including scheduling, banner registration, student payments, budgeting, and logistics.
- Initiated and coordinated ACE public and corporate courses.
- Implemented ACE sales and marketing strategies by targeting relevant audiences.
- Collaborated with instructors, facilitators, and guest speakers to ensure high-quality program delivery.
- Supported students with inquiries and acted as a liaison between students and instructors.
- Prepared regular reports to evaluate program performance.
- Planning tailored corporate trainings

### Key Achievements:

- Launched flagship ACE courses, including the Holberton program and cybersecurity events, enhancing ACE's market share and reputation in tech-related training.
- working on ACE Cyprus and ACE Lebanon courses, which resulted in increasing ACE's market share and establishing its reputation as a pioneer and industry leader in providing trainings related to Technology subjects
- Executed strategic partnerships with organizations such as SAS, Holberton, and Hearts & Arrows.
- Acquired multiple corporate accounts, BLF, SEA, ICMC, APGAR, i-solution, Astro bank, SHIFT, Erbex, Fidelity, and working on Oman national tender bonds, etc. , expanding ACE's reach

## PROFESSIONAL CERTIFICATION

**Associate Diploma in Digital Marketing**, Lebanese American University, Academy of continuing education, 2023-2024

**Certificate of Completion in Professional sales: Skills and tools**, Lebanese American University, Academy of continuing education, 2023-2024

**Certificate of Completion in Social Media Branding and Strategies**, Lebanese American University, Academy of continuing education, 2023-2024

Google Ads Search Certification, Google, 2022

## AWARDS

National Entrepreneur Competition, Agence Universitaire de la Francophonie 2020

**Most Innovative Concept at the Entrepreneurship Student Competition**, Antonine University 2019

**Sales Representative**  
**Smart Source / Yellow Pages Canada**  
**November 2022 – July 2023**

- Designed and implemented multi-channel social media campaigns to drive engagement and sales.
- Conducted business analyses to identify growth opportunities.
- Collaborated with the director and social media specialists to develop effective sales strategies.
- Ensured compliance with affiliate marketing guidelines and optimized campaign performance.

### Key Achievements:

- Increased sales by onboarding new clients and providing tailored services.
- Effectively planned calendars and logistics for corporate partnerships.
- Conducted market research and implemented strategies to drive continued growth.

**Sales Representative**  
**Citrus TV**  
**June 2020 – June 2022**

- Delivered exceptional customer service to over 150 Gulf-based customers daily.
- Achieved daily sales targets and maintained a professional rapport with clients.
- Explained product details, prices, and packages while addressing customer concerns.
- Built strong customer relationships and achieved top performance during peak sales months.

### Key Achievements:

- Recognized as a top performer for achieving and exceeding monthly sales targets of \$20,000.
- Identified untapped market segments and implemented innovative call strategies.

**Brand Marketing Specialist**  
**Lebanese Healthy Products SARL – Beirut**  
**May 2018 – May 2020**

- Conducted market research to understand customer needs and preferences.
- Designed and executed multi-channel marketing campaigns, including digital and offline efforts.
- Built and maintained the company's brand identity.

### Key Achievements:

- Achieved sales targets and segmented new markets.
- Introduced the Brand to new vendors, created new sales pipelines.