

# MALEK EL ALGUI

## International Business Student

■ tannirmalek@gmail.com | ■ +961 81722230 | ■ Beirut, Lebanon

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### Summary

Motivated International Business student (graduating July 2025) with hands-on experience in real estate operations, client engagement, and marketing. Skilled in analytical and creative problem-solving, with strong communication skills and a passion for international markets, entrepreneurship, and sustainable business strategies.

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### Experience

#### Real Estate General Agency – Beirut, Lebanon

*Sales Associate & Assistant (2017 – 2025)*

- Supported client property viewings, contract negotiations, and follow-ups.
- Assisted senior agents with sales documentation and marketing materials.
- Strengthened client relationships, contributing to higher satisfaction and referrals.
- Gained exposure to sales, rentals, and investment advisory.

#### Botanika (Self-Care Brand) – Beirut, Lebanon

*Marketing Assistant / Executive (2017 – 2020)*

- Coordinated digital campaigns and content across social media.
  - Assisted with product launches, promotional events, and seasonal campaigns.
  - Conducted consumer market research to guide branding and positioning.
  - Improved online engagement and expanded brand visibility.
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### Education

#### Lebanese American University (LAU) – Beirut, Lebanon

*B.Sc. in International Business (Sep 2022 – Jul 2025)*

- Coursework: Global Strategy, Cross-Border Trade, Management & Organizational Behavior
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### Skills

- Business & Marketing: Market Analysis, Strategy Development, Client Relationship Management
  - Technical: Microsoft Office (Excel, PowerPoint, Word), Adobe Photoshop & After Effects
  - Digital Marketing: Social Media Management, Meta Ads, Content Creation
  - Data: Analytics & Reporting
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### Languages

- Arabic – Native
  - English – Fluent
  - French – Intermediate
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### Additional Information

- Strong work ethic and reliability in academic and professional contexts.
- Passionate about entrepreneurship, real estate, and international market development.
- Interested in sustainable business practices and innovative marketing strategies.