

# Mahdi Moussawi

Sales, Marketing, & Operations Professional

Beirut,

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## PROFESSIONAL SUMMARY

Sales, Marketing, and Operations professional with hands-on experience in customer engagement, digital promotion, B2B sales, and operational support. Proven ability to grow social media presence, contribute to revenue growth, and support business development initiatives. Experienced in managing online sales, customer support, order processing, inventory control, website accuracy, and delivery coordination. Entrepreneurial, detail-oriented, and a fast learner, eager to bring value to dynamic, growth-focused teams.

## EXPERIENCE

- **Foma Home & Mattresses , E-Commerce Operations & Sales Coordinator (Hybrid) Beirut, Lebanon** Jul 2025 – Feb 2026
  - Managed online sales, customer support, order processing, packaging, & delivery coordination.
  - Monitored website accuracy, product availability, & data.
  - Conducted inventory counts.
- **Smart Source S.A.L. Marketing Sales Consultant (Intern during war) , Beirut, Lebanon** Oct 2024 – Dec 2024
  - Conducted cold calls for Yellow Pages Canada, promoting digital marketing to SMBs.
  - Researched companies to tailor pitches and address marketing challenges.
  - Generated interest and supported lead conversion through persuasive outreach.
- **Petrotrust (Petroleum Company), Beirut, Lebanon , Beirut, Lebanon** Jun 2024 – Jul 2024
  - Strengthened Petrotrust's brand presence through targeted client outreach in the Beirut market.
  - Secured new B2B & B2C clients with competitive service packages and flexible pricing.
  - Contributed to revenue growth and expanded the regional commercial network.
- **Al Oud Spices , Lebanon** May 2024 – Sep 2024
  - Coordinated with clients, retailers, & partners.
  - Extended the company's reach through expanding sales in different areas.
  - Proposed new ideas and negotiated pricing.
- **Al Sayed Jewellery (Beirut, Lebanon) , Beirut, Lebanon** Aug 2018 – May 2024
  - Drove repeat sales through exceptional customer service for jewellery and luxury items.
  - Grew social media following by 1,000+ on Meta and TikTok with engaging content and promotions.
  - Managed online orders, customer inquiries, and deliveries to ensure satisfaction.
- **Candy Lebanon (Self-Employed), Beirut, Lebanon** Mar 2019 – Jul 2022
  - Established and branded "Candy Lebanon," building a loyal customer base.
  - Grew sales by 30% during peak seasons through targeted social media campaigns.
  - Managed all e-commerce operations, including product sourcing and logistics

## EDUCATION

- **Lebanese International University {BA in Marketing}** Oct 2018 - Jun 2025  
Beirut, Lebanon

## TECHNOLOGY LITERACY

Microsoft Office Suite	Meta Business Suite
Instagram	TikTok
Canva	Google Sheets
WhatsApp Business	Salesforce CRM
CapCut	InShot
Odoo	

## LANGUAGE SKILLS

English	C1 - Advanced	Arabic	Native
Spanish	A1 - Elementary		

## LINKS

[www.linkedin.com/in/mahdi-moussawi-016b0715a](https://www.linkedin.com/in/mahdi-moussawi-016b0715a)

## EVENTS

- Participant, Model United Nations (New York, USA) , United Nations – May 2016
- 2nd Place, Trading Competition, First Financial Markets (Beirut, Lebanon) – Nov 2023
- Events Club Member, Lebanese International University (Beirut, Lebanon) , LIU , Beirut, Lebanon Feb 2024 – Jun 2025