

CARL RIZK

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Location: Beirut, Lebanon

PROFILE SUMMARY

Motivated Marketing graduate with a unique background spanning marketing strategy, event operations, automotive sales support, and professional motorsports coaching. Known for strong discipline, adaptability, and performance under pressure, with proven ability to translate high-performance sports principles into business and team environment.

EDUCATION

Notre Dame University, Louaize – NDU

BBA. in Marketing

January 2021 – December 2025

Relevant Subjects:

Digital Business, International Marketing, Market Strategies & Policies, Consumer Behavior, Accounting, Organizational Behavior, Salesmanship, Promotional Strategy.

Star Projects Submitted:

- Developed a real-life marketing campaign for “Nintendo World Abu Dhabi”, contributing to market research, target segmentation, positioning, and execution ideas across digital and on-ground channels. The project achieved the highest grade and received strong jury evaluation.
- Developed a local e-commerce business concept inspired by SHEIN, adapting fast-fashion services to the Lebanese market through market analysis and value proposition development.

Beirut Evangelical School for Boys and Girls

American Program

WORK EXPERIENCE

ProMedia – Event Operations Coordinator (Contract) | Saudi Arabia (Red Sea & Jeddah)

22 Jan 2026 – 22 Feb 2026 (1 month | 2 weeks Red Sea, 2 weeks Jeddah)

- Coordinated on-site activities and daily run-of-show during the first 2 weeks for a wealth management event on Shebara Island (Red Sea) - 1,000 invitations issued.
- Supervised staff and vendors, assigned tasks and ensured timelines, guest flow, and service standards were met.
- Supported operations during the final 2 weeks at the Jeddah F1 Circuit for “SneakerCon” (3-day festival; ~3,000 attendees), managing set-up/tear-down and on-site logistics.
- Acted as a point of contact between client, production teams, and venue; resolved issues in real time to keep operations running smoothly.

Saad Trad- Marketing & Automotive Sales Assistant

June 2025 – August 2025.

- Provided support to showroom sales operations and observed customer engagement processes.
- Assisted sales consultants during customer interactions and vehicle presentations.
- Participated in promotional activities supporting the introduction of ROX, a new Chinese automotive brand.
- Supported the development of internal materials for a business plan presented to ROX China.
- Assisted with operational and logistical support during the ROX launch event.

Professional Rally Driver & Karting Coach

June 2020 – Present

- Delivered structured coaching programs to 60+ students aged 5–20, adapting instruction to different skill levels and learning styles.
- Competed across multiple racing categories, achieving wins in each category raced and demonstrating consistency and composure under high-pressure conditions.
- Built resilience and rapid decision-making abilities through performance in high-stakes competitive environments.
- Developed strong teamwork and coordination skills by working closely with engineers and crew members to deliver results under tight timelines.

- Demonstrated strong time-management and execution skills through strict race schedules, time controls, and minute-by-minute performance requirements.
- Gained experience in live TV and on-camera interviews, as well as professional presentations with sponsors, teams, and public audiences.
- Coached at the Karting World Championship (KWC), supporting a student who achieved 3rd place in their category.
- Enhanced leadership and coaching capabilities by delivering clear, age-appropriate instruction, adjusting techniques based on individual performance, and maintaining a strong focus on safety and effectiveness.
- Built and maintained strong client relationships by providing regular performance updates, setting expectations, and communicating training plans with parents.
- Developed performance-coaching, discipline, and pressure-management skills transferable to fast-paced, high-performance business environments.

Sales Assistant – RAJOWA

July 2019 – August 2019

- Supported monthly sales growth by actively engaging with customers, understanding their needs, and recommending suitable products.
- Contributed to positive returning-customer experiences by maintaining strong customer interactions, supporting repeat visits during the summer period.

Computer Skills

- Microsoft Office: Word, Excel, PowerPoint, Forms
- Market Research & Survey Tools

Soft Skills

- Communication & Interpersonal Skills
- Leadership & Coaching
- Teamwork & Coordination
- Time Management & Execution
- Problem Solving & Decision Making
- Adaptability in Fast-Paced Environments

LANGUAGES

- **Arabic:** Native
- **French:** Fluent
- **English:** Fluent