

Malek El Algui

Lebanon |+(961) 81 722 230| tannirmalek@gmail.com

EDUCATION

Lebanese American University | Beirut | Lebanon

Sept 2022 – July 2025

BS in Business Studies – International Business

Achrafieh High School | Beirut | Lebanon

2006 - 2021

Lebanese Bacculaureate in Social & Economic Studies

EXPERIENCE

Real Estate General Agency – Beirut, Lebanon

Sep 2017 - present

Sales Associate & Assistant

- Lead full-cycle execution of audience measurement studies—from questionnaire design to field work management, data analysis and insight reporting.
- 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 (Beauty & Self-Care Brand) – Beirut, Lebanon

Dec 2017 – Jun 2020

Marketing Assistant / Executive (2017 – 2020)

- Managed key accounts and ensured consistent stock availability across assigned territories.
- Coordinated digital campaigns and content across Meta & Google Platforms.
- 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.

EXTRA CURRICULAR ACTIVITIES

Academic & Research Collaboration | Botanika/ Harrico/ Real Estate | Lebanon

May 2019 – Dec 2021

- Conducted research-based case studies focused on consumer behavior, media trends, and technology adoption
- Analyzed quantitative and qualitative data to support structured insights and business-oriented conclusions
- Translated research findings into clear presentations and executive-style summaries
- Strengthened collaboration, time management, and analytical thinking skills through deadline-driven project work

AWARDS & CERTIFICATES

Inbound Marketing Certificate | HubSpot

Apr 2023

- Completed a course in the fundamentals of inbound marketing authorized by HubSpot
- Learned fundamentals of marketing in practice, and in specific Digital Marketing

IBS Connect Program Certificate

May 2024

- Completed Soliya’s Connect Program, developing cross-cultural communication, teamwork, and problem-solving skills in a global virtual environment.

SKILLS

- Languages: Native Arabic, Fluent English, Fluent French
- Technical Skills: Microsoft Office, Campaign Analysis and reporting, Adobe Photoshop.
- Soft Skills: Leadership, Client Relationship Management, Communication, Strategic Thinking, Creativity