

# Tarek Chazbek

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Operations & Field Coordination Specialist | Community Development | Environmental Programs | Graphic Designer | Sales and Digital Marketing Specialists

## Profile Summary

Business graduate with experience in operations management, field coordination, and project supervision within development and environmental programs. Experienced in stakeholder engagement, logistics coordination, service provider management, and data reporting. Background includes operational roles within conservation and rural development initiatives, supporting field teams and community partners. Additional expertise in graphic design, digital marketing, and sales. Volunteer Vice President at PMI Lebanon Chapter with strong leadership, communication, and analytical skills.

## Core Skills

- Operations Management
- Field Coordination
- Team Supervision
- Stakeholder Communication
- Program Implementation
- Service Provider Coordination
- Digital Marketing
- Sales Strategy
- Graphic Design (Adobe Photoshop, Adobe Illustrator)
- Data Reporting & Excel Tracking

## Professional Experience

### Graphic Design | Sales and Marketing Specialist | Feb 2026 – Present

- Rebranding of 100% organic cosmetic product – **LAVANDA**
  - **Total Rebranding:** Led full identity overhauls for **this brand**, increasing market visibility by **80%**.
  - **Packaging Systems:** Designed **15** custom die-lines and box structures for botanical product lines.
  - **Label Engineering:** Developed technical labels for organic SKUs, ensuring 100% regulatory compliance (PAO/Organic symbols).

- **Visual Assets:** Produced **10+** high-fidelity 3D mockups and social media marketing graphics.
- **The "Origin" Story:** Inspired rebranding to “Kintsugi” resolving the fake cosmetic products by adding gold in the cracks to ensure the value of the organic product is way more of value.
- **Micro-Influencers:** Selling the products as a startup cash to expand their business.

### Destination Operations Officer | Shouf Biosphere Reserve | Oct 2025 – Present

- **Stakeholder Management:** Coordinated with **19 service providers** across **9 locations** in the transition zone, ensuring compliance with quality standards and improving service monitoring.
- **Provider Onboarding:** Conducted assessments for **5 new service providers**, collecting operational data and supporting onboarding decisions.
- **Operational Reporting:** Maintained and updated a database of rural service providers and products, producing monthly operational reports.
- **Web Management:** Managed and updated **11 tourism services** on the organization's website in coordination with an external web agency.
- **Digital Engagement:** Assisted in publishing **15+ social media posts** per month to support destination promotion and digital engagement.
- **Event Planning:** Supported planning and execution of **10+ promotional events** across the transition zone and coastal areas.
- **On-site Logistics:** Managed on-site logistics for events involving partners and **50+ visitors**.
- **Inventory Control:** Managed inventory of **57 rural products** sourced from **9 cooperatives**, ensuring accurate stock tracking and labeling.
- **Sales and Revenue Tracking:** Maintained Excel records for stock movement and **20+ sales transactions**, contributing to a **20% increase in product revenue**.
- **Field Monitoring:** Conducted **8–15 field visits per month** to support partner coordination, logistics, and operational monitoring.

### Assistant Field Coordinator | Shouf Biosphere Reserve | Jul 2025 – Oct 2025

- **Field Coordination:** Supported coordination and implementation of field activities across **15+ operational sites** within the reserve area.
- **Team Supervision:** Assisted in supervising **20+ field workers**, ensuring tasks were completed according to environmental and operational guidelines.
- **Community Engagement:** Coordinated with local communities, cooperatives, and partners to facilitate plantation projects, environmental initiatives, and events.
- **Progress Monitoring:** Conducted regular field visits to monitor project progress, collect operational data, and ensure compliance with program requirements.
- **Educational Training:** Assisted in organizing training sessions on environmental awareness topics, including sustainable agriculture, composting, and pollination. In addition to tour guides.

- **Logistics Management:** Managed logistics for field operations, including transportation, equipment distribution, and coordination with operational teams.
- **Stakeholder Communication:** Acted as a communication link between field teams, project management, and local stakeholders.
- **Conservation Oversight:** Supported monitoring activities across reserve entrances and conservation zones.
- **Emergency Response:** As the primary frontline response team, you provide rapid situational assessment and immediate suppression to contain wildfires before they escalate, safeguarding both the reserve's biodiversity and the safety of local communities.

## Operations Supervisor | Deutsche Gesellschaft für Internationale

### Zusammenarbeit (GIZ) | Apr 2025 – Jun 2025

- **Multi-Site Supervision:** Oversaw field operations across **7 municipalities**, directly managing a tier of **7 site supervisors** to ensure project alignment and safety protocols.
- **Workforce Management:** Directed a total workforce of **200-250 beneficiaries** across diverse community projects, including environmental sanitation, village restoration, and emergency food aid distribution.
- **Capacity Building:** Provided on-site training and guidance to site supervisors on GIZ standards, labor rights, and efficient task allocation.
- **Financial Disbursement:** Facilitated seamless payment cycles for **200-250 workers** by coordinating with Whish Money; verified digital transactions and resolved payment discrepancies to ensure 100% disbursement accuracy.
- **Audit-Ready Documentation:** Managed the end-to-end lifecycle of administrative compliance, including legal agreement papers, daily timesheets, and attendance logs for all participants.
- **Resource Management:** Conducted regular inventory audits of field tools and equipment, optimizing resource allocation to prevent project downtime and ensure worker safety.
- **Impact Storytelling:** Curated "Success Stories" from the field, capturing high-quality photography and testimonials that demonstrated the program's socio-economic impact for GIZ's social media and donor reporting.
- **Field Reporting:** Leveraged mobile data collection tools to provide real-time updates on project KPIs, including "km of road cleaned" or "number of food parcels delivered."
- **Stakeholder Liaison:** Acted as the primary point of contact between local village authorities, GIZ project leads, and food parcel recipients to ensure transparent and equitable aid delivery.

## Sales and Digital Marketing Specialist | Freelance | Mar 2025 – Jun 2025

- AT Advisory – MEGA Pharma
  - **Growth Hacking:** Grew organic following by **30%** through consistent storytelling and community engagement.

- **Content Creation:** Produced and edited engaging post to boost brand visibility through LinkedIn.
- **Community Building:** Managed daily interactions and customer inquiries to maintain a **60%** response rate.
- **Influencer Outreach:** Coordinated partnerships to expand brand reach across niche local markets.

## Certificates

- Rural Entrepreneurs: Sales Workshop
- Rural Entrepreneurs: Entrepreneurship Workshop in Agriculture Solutions.
- DOT Lebanon: Digital Marketing and Graphic Design Bootcamp.

## Volunteer Leadership

Vice President (Volunteer) | PMI Lebanon Chapter

- Support professional initiatives, community engagement activities, and project management awareness programs.

Summer Camp for Kids | Roots

- Gave sessions on self-defense and survival skills for kids.

Fitness Personal Trainer

- Improving the well-being of people of all ages by changing their habits. Improving health and well-being.
- Creating a personalized training schedule and diet program.

## Education

Bachelor of Business Administration | International Business Management | Oct 2016 – Feb 2024

College Saint Francois des Pere Capucin CSF | School

## Additional Competencies

- Client Relationship Management
- Community Engagement
- Event Coordination
- Field Logistics
- Public Communication
- Visual Communication

## **Interests**

Environmental conservation, hiking, art and sketching, travel, reading books.