




# Lara El Hayek

## CONTACT DETAILS

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## SKILLS

### Core Skills

- Communication
- Team work
- Adaptability

### Language skills

- Arabic : Native
- French : Full professional proficiency
- English : Full professional proficiency

### Technical skills

- Microsoft Office : Word, Excel, PowerPoint & Outlook

## CERTIFICATIONS

- Personal Fitness Trainer - International Fitness Professionals Association, 2025
- Personal Trainer Accreditation - European Register of Exercise Professionals, 2025
- First Aid & CPR course - Lebanese Red Cross, 2025
- Work in a healthy environment, 2019
- Communicate effectively and non-violently, 2018
- Leadership and Ignatian discernment, 2017
- Time management of priorities and change management of emotions and communication, 2017

## EDUCATION

**Master's Degree in Sports Tourism Management**  
UFR STAPS - University of Montpellier - France  
2021 - 2022

**Master's Degree in Marketing (Double degree)**  
Saint Joseph University of Beirut - Lebanon  
IAE - University François Rabelais of Tours - France  
2011 - 2013

**Bachelor in Business Management**  
Saint Joseph University of Beirut  
2008 - 2011

## ADDITIONAL ACTIVITIES

- Professional basketball
- Hiking - advanced level
- Skiing - intermediate level
- Member of the "MEJ" social group from 2004 to 2018

## PROFESSIONAL EXPERIENCE

### 1- Marketing Coordinator

*Financial department, Saint Joseph University - Lebanon*  
September 2013 - september 2021

- Developed and implemented marketing strategies aligned with institutional objectives
- Established and maintained partnerships with sponsors and stakeholders
- Prepared tailored proposals based on client needs and strategic goals
- Managed budgets for events, ensuring financial efficiency
- Strengthened communication channels and public relations efforts

### Key Achievements

- Increased sponsorship revenue and expanded partner network
- Contributed to the successful execution of multiple high-profile events
- Supported the modernization of traditional marketing approaches

### 2- Camp Director

*American Village by Nacel - Normandy*  
March 2022- August 2022

- Managed and led a multicultural team of counselors
- Oversaw daily camp operations, ensuring safety, engagement, and educational quality
- Coordinated with property owners and clients to align expectations and deliver services
- Ensured smooth administrative and operational processes

### 3- Marketing and Product Coordinator

*Marketing department, Ex Management - Lebanon*  
May 2023 - August 2023

- Analyzed market trends to identify growth opportunities and define target audiences
- Built and maintained strong client relationships
- Coordinated cross-functional efforts to ensure campaign alignment

### 4- Operations & Strategy

*Pristine Motors - Lebanon*  
December 2023 - Present

- Developed and implemented the company's operational strategy in preparation for launch
- Designed and optimized workflows to improve efficiency and profitability
- Created timelines and project plans to support the launch phase
- Supervised operational planning to ensure seamless future execution