

Afif El Baba

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OBJECTIVE

To obtain a stimulating role in a forward-thinking company where I can apply my passion for marketing and leverage my experience to drive impactful results, while contributing fresh ideas and strategic insights to help the organization stay ahead in a competitive market.

PROFESSIONAL EXPERIENCE

LIA Assurex S.A.L. | Marketing and Communication Officer

2026 – Current

- Plan and execute integrated marketing campaigns across digital and traditional channels to reach target customer segments and support business objectives.
- Conduct market research and competitor analysis to identify trends, customer insights, and opportunities for strategic positioning.
- Develop and manage engaging content for the company's website, and social media to strengthen brand visibility and engagement.
- Ensure all marketing materials and communications align with brand guidelines and the company's marketing strategy.
- Coordinate corporate events, sponsorships, partnerships, and Relations, ensuring strong communication and media presence.
- Collaborate with internal teams and external partners to deliver marketing initiatives, campaigns, and brand activations effectively.

MEDGULF Insurance & Reinsurance S.A.L. | Marketing & Design Procurement Officer

2023 – 2026

- Develop and implement marketing strategies to drive growth.
- Manage digital marketing campaigns across social media platforms.
- Cultivate relationships with partners, clients, and suppliers.
- Track competitors and industry trends to stay competitive.
- Analyze and optimize campaign performance for better results.
- Create visual content using Adobe Illustrator and InDesign.
- Handle procurement for items that require design such as collaterals.
- Organize and manage events and sponsorships for brand visibility.

Automotive Showroom | Marketing & Sales Officer – Part Time

2021 – 2022

- Assisted customers in selecting and purchasing vehicles, conducted test drives, and explained features.
- Developed and executed marketing strategies, including creating marketing materials and managing social media.
- Organized promotional events and analyzed market trends to inform sales and marketing efforts.
- Finalized sales agreements, facilitated financing, and maintained showroom displays and customer relationships.

Louis Sabbagh | Marketing & Procurement Internship

Summer 2020

- Enhanced retail skills by managing agency clients in the Middle East.
- Professionally addressed client inquiries and resolved issues.
- Strengthened influence and negotiation skills with clients.

Lebanese American University | Admissions Officer

2019 – 2022

- Processed new admission applications with meticulous attention to detail.
- Provided support to in-person and online applicants, enhancing communication skills.
- Organized and managed orientation sessions for new applicants.

EDUCATION

University of Hull (United Kingdom)

2022 – 2023

Master of Science in Marketing Management Research - Grade: Merit

Lebanese American University

2019 – 2022

BS in Business Administration & Marketing

ACADEMIC AWARDS & HONORS

- Career Essentials in Generative AI by Microsoft and LinkedIn
- Social Media Marketing Certification II
- Google Analytics Certificate from Google Analytics Academy
- Digital Marketing Certified by Hub Spot Academy
- Inbound Marketing Certificate from Hub Spot Academy
- Social Media Marketing Certificate from Hub Spot Academy
- Honor List for the following semesters

April 2025

March 2025

April 2024

February 2024

May 2023

May 2023

Fall 2020 – Spring 2021 – Fall 2021 – Spring 2022

SKILLS & INTERESTS

Technical Proficiencies: Microsoft Office, Adobe Illustrator, Adobe InDesign, SEO Tools, Social Media Advertising (Google Ads), Social Media management.

Interests: Automotive, Marketing, Real Estate, Social Media, Travelling, Retail, Technology.

Languages: Arabic (native language), English (Fluent), and Italian (Beginner).

REFERENCES

Available on request.