

BASSEL OTHMAN

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PROFILE

I am a marketing professional with a strong foundation in data-driven strategy, operations, and digital marketing. I hold a Bachelor of Business Administration in Marketing from the University of Toledo, graduating with a 3.88 GPA. My experience spans marketing strategy, social media management, and operational optimization across various sectors. Fluent in Arabic and English, I bring a global perspective and a results-oriented mindset to every project.

EDUCATION

Bachelor of Business Administration

The University of Toledo | Toledo, OH

May 2024

- AACSB Accredited College of Business Administration
- Major: Bachelor's in Marketing; Overall GPA 3.88

EXPERIENCE

Marketing and Operations Executive

Teah Mediterranean Cuisine | Holland, OH

Oct 2023 - Dec 2025

- Handled daily operations, overseeing inventory, supplier coordination, and staff schedules, ensuring a 95% operational efficiency rate.
- Redesigned the restaurant menu, leading to a 10% improvement in customer satisfaction based on feedback.
- Established partnerships with 3 new delivery platforms, improving delivery sales by 20%.
- Managed the restaurant's social media platforms, increasing customer engagement by 30% through targeted digital marketing campaigns.

Social Media Intern

Bookstr | Remote

Jan 2025 - Oct 2025

- Scheduled over 50+ posts monthly across Instagram, Facebook, and TikTok, contributing to a 15% increase in audience engagement.
- Developed compelling captions and copy, resulting in a 10% boost in post interactions.
- Engaged with followers by responding to 20+ comments and messages weekly, fostering community growth.
- Collaborated with graphics, video, and editorial teams to create 5+ marketing campaigns, enhancing brand visibility.
- Analyzed performance metrics and adjusted strategies, leading to a 20% improvement in reach.

Data Analyst Intern

American University of Beirut Medical Center | Beirut, Lebanon

Jun 2017 - Aug 2017

- Configured over 500 data entries weekly in the medical field, ensuring accurate patient information.
- Collaborated with 3 interdisciplinary teams, refining data collection techniques and increasing efficiency by 20%.
- Utilized statistical software to visualize and interpret over 2,000 data points monthly, significantly aiding in departmental decision-making.

AWARDS

- Dean's List at the University Of Toledo Jan 2023 - Present
- Huntington Bank Opportunity Scholarship Fall 2022 - Present
- Tillotson Scholarship Fall 2024
- Charles A. Sullivan Scholarship Fall 2022 - Spring 2022

LANGUAGES & SKILLS

- Fluent in Arabic and English | Introductory level in French
- **Skills:** Digital Marketing Strategy | Social Media Management | Content Creation & Copywriting | Campaign Planning & Execution | Social Media Analytics | Audience Engagement Optimization | Brand Communication