

Personal details



Basma Hafez



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Lebanon Beirut



September 29, 2003



Lebanese

Skills

Customer Service

Communication

Teamwork

Time management

Problem-solving

Languages

English

Arabic

Profile

Marketing student at Haigazian University with hands-on experience in retail sales and customer engagement. Worked as a Sales Associate at The Giving Movement under Pearl Brands, where I developed strong communication, persuasion, and customer relationship skills. Passionate about brand strategy, consumer behavior, and digital marketing, with the ability to connect marketing concepts to real-world sales performance.

Education

Bachelor of Business Administration & Economics (BBA), Emphasis Advertising & Communication

2023 - Present

Haigaizian University, Beirut

- Developing expertise in market analysis, brand management, creative campaign development, and consumer behavior.
- Acquired strong analytical, organizational, and interpersonal skills, enabling effective decision-making and innovative problem-solving in dynamic business environments.

Employment

Sales associate

Nov 2025 - Feb 2026

Beirut

- Assisted customers in selecting products that met their needs and preferences, enhancing overall customer satisfaction.
- Managed inventory levels by restocking shelves and organizing displays to ensure product availability and attractive presentation.
- Processed transactions accurately using POS systems, handling cash and credit payments while ensuring compliance with company policies.