

Nai Salameh

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PROFILE

Commercially driven professional with a strong background in account management, digital marketing operations, and client relationship development within fast-paced and high-growth environments. Experienced in managing international client portfolios, coordinating cross-functional teams, and delivering data-driven campaign performance improvements. Known for combining strong analytical thinking with a proactive commercial mindset to identify growth opportunities, strengthen partnerships, and deliver measurable business outcomes.

A First-Class Honours graduate in Business Management and Entrepreneurship with experience spanning digital marketing, commercial partnerships, and consultancy work within both corporate and sports organisations. Brings a disciplined, high-performance approach shaped by years of international-level athletic competition and leadership roles within university societies.

EDUCATION

Business Management and Entrepreneurship (First-Class Honours), *University of Roehampton*

2020 – 2023

- First-Class Honours Graduate
- Awarded IY1 Student Representative Award for leadership and contribution

London, UK

WORK EXPERIENCE

Account Manager/Commercial Coordinator, *Investoo Group*

01/2025 – 12/2025

- Managed relationships with multiple international clients, ensuring campaigns were delivered effectively while maintaining strong client satisfaction and retention
- Identified growth opportunities through performance data analysis, contributing to a 30% increase in client revenue
- Analysed campaign performance data to optimise marketing strategies and improve ROI against defined KPIs
- Collaborated closely with internal marketing, tech, and operations teams to deliver integrated digital solutions and translate business requirements into data-led campaign strategies and measurable outcomes
- Developed strong consultative relationships with clients by understanding their business objectives and aligning marketing strategies to deliver measurable ROI

London, UK

Skills demonstrated: Commercial Strategy, Client Relationship Management, Performance Analysis, Data Analysis & Interpretation, Cross-Functional Collaboration, Microsoft Office

Operations Assistant, *Investoo Group*

11/2023 – 01/2025

- Acted as a central liaison between clients and internal departments, facilitating communication and ensuring project delivery timelines were met
- Managed and analysed CRM data to support forecasting, pipeline visibility, and data-driven decision making
- Assisted with the management of campaign workflows and troubleshooting operational issues to maintain service quality
- Contributed to the coordination of marketing initiatives and performance tracking processes across multiple client accounts

London, UK

Skills demonstrated: Operational Coordination, CRM management, Client Communication, Performance Reporting

Project Consultant, *Crystal Palace F.C.*

01/2023 – 04/2023

- Conducted data-driven market and stakeholder analysis to identify commercial opportunities and support strategic recommendations
- Contributed to the preparation and delivery of professional presentations outlining key findings and proposed initiatives
- Supported the development of commercially focused proposals aligned with the club's broader growth strategy

London, UK

Skills demonstrated: Business Research, Strategic Analysis, Presentation, Commercial Insight

Marketing Executive & Social Media Management Internship, *Elan Skincare Ltd*

06/2022 – 09/2022

- Developed engaging digital content to strengthen the brand's online presence across social media platforms
- Utilised tools such as Canva, SEO optimisation platforms, and email marketing systems to support campaign delivery

London, UK

- Contributed to improving brand visibility and audience engagement through consistent digital content strategies

Skills demonstrated: Digital Marketing, Social Media Strategy, Market Research

EXTRA CURRICULARS

Vice President, Roehampton Business Society 06/2022 – 04/2023
London, UK
Played a leadership role in one of the university’s main student societies, helping connect students with professionals across entrepreneurship, finance, and consulting industries.

- Designed and implemented growth initiatives that increased society membership by approximately 40%
- Organised networking events and speaker sessions with startup founders, consultants, and industry professionals

Professional Fencing Athlete, Lebanese National Fencing Team 2012 – 2022
Beirut, Lebanon
• Competed internationally as a professional fencing athlete representing Lebanon at major competitions
• Gained valuable skills in resilience, focus, adaptability, and performing under pressure

LANGUAGES

- English (Fluent)
- Arabic (Fluent)
- French (Fluent)

REFERENCES

Academic Reference:, Kevin Korgba, Programme Leader and Lecturer, QAHE/University of Roehampton
kevin.korgba@qa.com

Professional Reference:, Katarzyna Hennel, VP of Operations, Investoo Group
kate.hennel@investoogroup.com