

Adam Atrouni

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SUMMARY

Marketing student focused on brand growth, customer acquisition, and sales-driven marketing strategy. Experience supporting telecom marketing operations at OGERO and analyzing how products should be positioned to attract customers and increase demand. Skilled at turning a brand concept into a clear campaign message, building consistent marketing assets, and structuring campaigns that strengthen brand recognition and support sales growth.

EDUCATION

Bachelor of Business Administration, Marketing & Advertising, Rafik Hariri University

Mechref, Lebanon | Expected: May 2026

Lebanese Baccalaureate, Sociology and Economics, Rafic Hariri High School

Saida, Lebanon | June 2022

EXPERIENCE

OGERO - Marketing & Sales Intern - Beirut, Lebanon

August 2025

- Completed OGERO telecom training on products, services, and customer segments; used it to develop clear customer-facing value messaging.
- Worked with point-of-sale and call center teams, engaging customers, handling inquiries, and identifying common needs and objections.
- Executed a phone campaign promoting fiber-optic internet, pitching upgrades and generating interest in higher-tier plans.

ACADEMIC PROJECTS

Brand Growth and Customer Acquisition Campaign - Blend by Feras Naffaa

- Analyzed local café positioning, customer reviews, and competitor visibility to understand factors influencing brand discovery and walk-in traffic.
- Developed a campaign strategy focused on strengthening brand recognition and attracting new customers through stronger visual identity and product presentation.
- Designed ready-to-publish marketing assets using Adobe Illustrator including billboards, press ads, website banner and created Instagram content aligned with the campaign concept.

SKILLS

Marketing: Brand Strategy, Campaign Planning, Content Marketing, CRM, Digital Advertising

Creative Tools: Adobe Photoshop, Adobe Illustrator, Adobe In-design, Canva

Analytics: Meta Ads Manager, Microsoft Excel

Professional: Leadership, Strategic Thinking, Communication, Initiative, Teamwork

CERTIFICATES

Google - Digital Marketing & E-commerce Certificate - In Progress

HubSpot - Digital Marketing Certificate

HubSpot - Inbound Marketing Certificate