

Catherine El Tannoury, LEBANON

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Education: Bachelor's in Advertising and Marketing communications, Lebanese University, faculty of Information, Lebanon.

Courses: Fundamentals of digital marketing, Google Digital Garage.

Recent projects:

Employment history: small business owner on Instagram known as B&C soaps

- Started the company from the ground up, while wearing every hat of the company, only at the age of 16.
- Made custom soaps and candles for customers and event planners around Lebanon who would like a custom design brought to life.
- Communicating with clients, and other individuals to answer questions and explain information.

Recent projects:

UN Global Compact Network Lebanon SDG brain lab volunteering (in progress)

- Engaged in high-level workshops on ethical governance and the 10 Principles of the UNGC.
- Selected for the BRAIN Lab initiative to support corporate sustainability and resilience strategies for local businesses.
- Assisting in developing frameworks for sustainable innovation, focusing on social and environmental impact within the MENA region.

Unleash Your Creativity Competition | 4th Place Finisher

- Selected to participate in a competitive national event, completing a series of intensive workshops to develop and refine creative and strategic thinking skills.
- Leveraged workshop learnings to design and present a final project, earning a 4th-place finish among a large group of participants. These workshops include (how to get ahead in advertising, digital transformation, brand key, sustainable communication, intellectual property, art of pitching).

Sustainable Tourism Project | Madanyat NGO

- Collaborated on a sustainable tourism project, Mechouar Metn, focused on empowering women and promoting local crafts in the Metn area.
- Worked with a team to promote local crafts and culture, helping to create new avenues for artisans to sell their products and gain financial independence. Participating in workshops by professionals helped us grow our businesses safely and sustainably, (from food safety, to branding and social media presentation).

Skills:

- Microsoft office: Microsoft Word, Microsoft Excel, Microsoft PowerPoint.
- Customer service: Improving Customer Experience, Building Customer Loyalty, Positive Attitude, Bilingual Customer Support, Time Management, Interpersonal Skills, Complaint Resolution, Communication, Patience, Problem Solving, Organizational Skills, Critical Thinking Skills, Decision Making, Product Knowledge.

- Ability to grasp a new skill quickly
- Adobe Photoshop
- Adobe Illustrator
- Languages: Arabic, English, French.

Hobbies:

- Textile arts: knitting, sewing, crochet.