

RAMI MKHAIBER

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Lebanon

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SUMMARY

Banking and Finance student at Notre Dame University – Louaize with over three years of hands-on FMCG experience across operations, field sales, and brand marketing. Gained practical exposure through direct involvement in private label development, retail account management, and in-store activations at Bon Choix and AH Group. Known for taking initiative in real business environments early, with a strong foundation in FMCG trade, merchandising, and marketing strategy. Contributed to the marketing direction and brand strategy of Larome Delights, a Lebanese healthy snack brand, while actively building toward a career in FMCG sales and marketing. Maintained strong academic performance throughout school and university, with solid analytical and problem-solving skills.

WORK EXPERIENCE

Junior Business Associate, Bon Choix (Family Business)

Aug 2022 - Aug 2024

- Assisted in day-to-day factory operations including production processes and quality control.
- Supported private label development and supply chain logistics for Larome Delights and other Bon Choix brands.
- Contributed to account management and store visits alongside the sales team.
- Represented Bon Choix at trade exhibitions and networking events.
- Contributed to the development of marketing strategy for Larome Delights and private label expansion.

- Completed structured training across both field and office functions within AH Group's multi-brand FMCG distribution portfolio.
 - Supported field operations for Larome Delights and other distributed brands across retail channels.
 - Assisted in planogram execution, TOKINOMO activations, sampling campaigns, and promoter coordination.
 - Participated in store visits, client meetings, and retail logistics operations.
 - Gained exposure to FMCG distribution standards, merchandising, and field marketing execution.
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EDUCATION

Bachelor of Business Administration — Notre Dame University – Louaize (NDU)

Sep 2025- Present

Faculty of Business Administration & Economics

- GPA: 3.57
- Relevant Coursework: Marketing, Microeconomics, Statistics, Corporate Finance, Principles of Accounting, Management, Managerial Accounting.
- Dean's List
- 3rd Place – Group Youth Business Challenge
- AIE Club Cabinet Member
- Currently serving as mentor for the 2026 NDU Youth Business Challenge cohort.

Lebanese Baccalaureate — Lycée National

Graduated 2025

- Grade: 17.17/ 20 | SE | Honors in Mathematics, Sociology, and Economics.
 - Organized and managed school events including festivals, parties, and competitions, generating revenue.
 - Social Media Lead, Senior Class Account — generated 2.5M+ combined views across social media platforms.
 - Content concept and format replicated by multiple accounts across platforms.
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VOLUNTEERING & INITIATIVES

Co-Founder, Fe Amal · NGO (In Development)

2025 - Present

- Establishing a mental health awareness NGO focused on supporting youth in Lebanon.

Scout — Progressive Scout Association

- Developed teamwork, leadership, and community values through years of structured scouting activities.
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SKILLS & CERTIFICATIONS

- **Sales & Trade:** Field Sales, Account Management, Store Manager Relations, Client Negotiations.
- **FMCG Operations:** Private Label Development, Supply Chain & Logistics, Retail Execution, Planogram.
- **Marketing:** Brand Strategy, In-Store Activations, Sampling & Promoter Management, TOKINOMO.
- **Digital Content:** Social Media Management, Content Creation, Social Media Platforms.
- **Leadership:** Communication, Team Coordination, Mentorship, Event Planning & Management, Cross-functional Collaboration.
- **Tools:** Microsoft Office Suite (Word, Excel, PowerPoint), Canva.
- **Languages:** Arabic (Native), English (Fluent), French (Basic).
- **Certifications:** Fundamentals of Sales Management – Alison (2025) | Retail Management: Merchandising, Sales & Customer Communications – Alison (2025) | AI Literacy: Claude's Capabilities & Limitations – Anthropic (2025).