

Mohammad Salman

Senior Marketing & Management Student

✉ salmannmohamad1@gmail.com ☎ 81 372 489 📍 Beirut, Lebanon 🌐 LinkedIn

SUMMARY

Senior Marketing and Management student with retail management experience and a strong interest in business analysis, data analytics, and AI.

Skilled in KPI tracking, sales analysis, market research, Excel, and business reporting. Strong analytical and problem-solving abilities with a passion for using data and AI to drive business decisions.

Seeking a **Business Analyst Internship** to apply and further develop analytical and business skills.

PROFESSIONAL EXPERIENCE

Sales Manager 06/2025 – Present

Mouftah al Sharq

- Managing daily retail store operations and supervising sales activities.
- Monitoring sales performance and tracked key performance indicators (KPIs)
- Assisting customers in selecting products and ensured a high level of customer satisfaction.
- Training and supporting sales staff to improve product knowledge and sales techniques.
- Maintaining inventory levels and coordinating stock management activities.
- Analysing sales and customer preferences to support business decisions.
- Contributing to achieving sales targets by effective customer engagement and team coordination.

EDUCATION

Bachelor's Degree in Marketing & Management

2022 – 2027

Antonine University

SKILLS

- | | |
|------------------------------------|---------------------|
| • Google Ads | • Google Analytics |
| • Email Marketing | • Communication |
| • Artificial Intelligence Tools | • Digital Marketing |
| • Search Engine Optimization (SEO) | • Sales Management |

CERTIFICATES

Artificial Intelligence for Marketing

Linkedin Learning

Generative AI for Digital Marketers

Linkedin Learning

Marketing Tools: SEO

Linkedin Learning

Digital Marketing Tools: Create a Marketing

Campaign from Start to Finish

Linkedin Learning

Social Media Marketing: Strategy and

Optimization

Linkedin Learning

Learning Microsoft 365 Copilot for Work

Linkedin Learning

LANGUAGES

- | | |
|-----------|----------|
| • English | • Arabic |
|-----------|----------|