

Tania El Khazen

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EDUCATION

American University of Beirut – Beirut, Lebanon

July 2018 – January 2023

Bachelor of Business Administration: Marketing Concentration

Kuwait English School – Salmiya, Kuwait

August 2004 – June 2017

High School Diploma: IGCSE, AS Level

PROFESSIONAL EXPERIENCE

The Glow Paradise – Beirut, Lebanon

March 2025 – Present

Executive - Operations & Commercial

- Analyzed product costing and pricing strategies to support profitability and informed business decision-making.
- Managed supplier relationships and procurement processes, ensuring cost efficiency and timely delivery.
- Interpreted sales and performance data to identify trends and support strategic product and pricing decisions.
- Collaborated with cross-functional teams to optimize offerings based on cost, demand, and consumer behavior insights.

The Glow Paradise – Beirut, Lebanon

June 2024 – March 2025

Specialist - Customer Acquisition

- Enhanced customer satisfaction through effective communication and personalized service, resulting in increased repeat business.
- Resolved customer complaints swiftly, maintaining a positive experience and preserving brand reputation.
- Participated in community outreach events, promoting and enhancing brand visibility.
- Built strong relationships with regular customers, increasing loyalty and enhancing the overall experience.

Beesline – Beirut, Lebanon

May 2023 – December 2023

Intern - Business Development

- Conducted international price fishing studies to set retail price of brand products.
- Conducted comprehensive competitive analyses and developed a data-driven PowerPoint presentation delivered to senior leadership to support strategic decision-making.
- Initiated professional outreach by sending collaboration inquiries via email for lead acquisition.
- Designed and positioned product bundles on a B2B website “Faire”, optimizing offerings for international distribution and client acquisition.

PROJECTS & ACHIEVEMENTS

Startup Marketing Freelancer

December 2023 – Present

@thecumulativemind & raW

- Assisted in managing social media content and engagement, including polls and audience interaction.
- Collected and analyzed audience responses to derive insights for content strategy and engagement growth.
- Leveraging AI tools to assist in the design and development of raW's website and application, focusing on user experience and digital workflows.

Certified Personal Trainer

April 2025 – Present

National Academy of Sports Medicine.

SKILLS & CERTIFICATES

- **Certificates:** AI Fundamentals | Google AI (Foundational knowledge in machine learning and data analysis).
- **Languages:** English (Native or Bilingual Proficiency), Arabic (Professional Working Proficiency).
- **Soft Skills:** Marketing, Communication, Adaptability, Innovation, Problem Solving, Teamwork.
- **Technical Skills:** Microsoft Office, Data Analysis, AI Tools, Price Analysis, CapCut, Omega Software, Weevi.