

# Souheil AYOUB

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## EDUCATION

- **Grenoble École de Management**, MSc Marketing Management | 2021 to 2023
  - Final Project: factors influencing a successful newsletter email - A/B testing.
- **Lebanese American University**, BS Business Marketing | 2014 to 2018

## WORKING EXPERIENCE

### **Market & Lead Researcher** | The Scaling Ministry - Beirut | Sept. 2023

- Conducting B2B market research to generate qualified business leads.
- Launching outreach campaigns & crafting communication scripts.
- Managing leads, nurturing prospects & booking sales meetings.

### **US Content Manager Intern** | Welcome to the Jungle - Paris | Sept. 2022 to Feb. 2023

- Collaborated with the US media team in developing the editorial line.
- Wrote weekly newsletters & initiated an A/B testing campaign.
- Enhanced the SEO strategy by updating & optimizing key content.

### **Marketing Executive** | Six Degrees Agency - Damascus | Jan. 2021 to June 2021

- Created & published monthly social media content for key accounts.
- Edited & approved content by social media specialists & graphic designers.

### **Content Writer** | Venture International - Damascus | July 2020 to Dec. 2020

- Produced various types of content for online marketing communication channels.
- Brainstormed & implemented strategies to achieve marketing & sales objectives.

### **Account Executive** | Marketer Hub Lebanon - Beirut | Sept. 2018 to June 2019

- Implemented inbound marketing strategies through various communication channels.
- Executed sales funnels by launching advertising campaigns & generating leads.
- Planned meet-ups, contacted prospects & confirmed reservations before workshops.

## SKILLS, LANGUAGES & PASSIONS

- Hard skills: Content creation. Copywriting. Email marketing. B2B marketing. Market research. Lead generation. Business development. Sales prospecting.
- Soft skills: Communication. Emotional intelligence. Team player. Time management. Empathy.
- **English:** fluent. **French:** beginner. **Arabic:** native.
- Fitness. Reading (psychology & philosophy). Writing. Nutrition.

## EXTRACURRICULAR WORK

### **Founder** | [Letters4Life](#) Email Newsletter | Jan. 2024

- Writing weekly letters to motivate, inspire & influence my subscribers.

### **Founder** | [@fitwise4life](#) Instagram Page | Oct. 2020

- Creating content to inspire & motivate based on personal experiences & readings.