

BERDJ KARBOYAN

CONTACT

Lebanon, Matn.
Awkar, Belle Vue St.
+96176013449
karboyanb@gmail.com

EDUCATION

AL KAFAAT UNIVERSITY
JULY 2018

Bachelor's Degree in Business
Administration & Management.

CERTIFICATES

Performance Management Models.
ADHD Every Day Strategies.

SKILLS

Effective Negotiation.
Patience & Self Control.
Macromanagement.
Fostering Trust.
Persuasion.
Detail Orientation.
Active Listening.

PROFILE

A self-reliant individual who was immersed in the world of commerce in all its variety at a young age. I have built a robust working foundation that was supplemented with my academic investment in a business management degree.

An adrenaline junkie in a suit, I worked in the sales and the food & beverage industries before I took my first leap into the corporate world.

I picked up fast, committed long hours and stood-out in daytime and evening environments, specifically in situations involving complex human interactions, including a multitude of personalities.

Never one to settle, I continually seek growth opportunities, and always strive to capitalise on every promising ray of opportunity, where others see no light.

EXPERIENCE

BUSINESS DEVELOPER-MEDIA & MARKETING MANAGER
JAN 2023 – AUG 2023

Elie Bejjani Haute Couture, Lebanon

-Development and improvement of online presence, including social media platforms (Instagram and Facebook), as well as continued management of these platforms, regular and consistent story and post creation, customer interaction, generating an increase in followers, likes, comments, messages, and ultimately appointments and revenue.

-Managed development and creation of new website, including planning and vision for the platform. Development and creation of creative portfolio and catalogue, including vision and branding.

-Budget management of all rentals, sales, and custom orders in Middle East and Africa regions.

-Management and planning of all photoshoots, model casting, bookings, photographers, including development and implementation of creative vision.

-Public relations management in terms of contact and communication with media outlets, such as well-known magazines, TV presenters, singers, and influencers in Lebanon and the Middle East region.

FOUNDER - PRIVATE TUTOR
JAN 2016 - PRESENT

Berdj Linguistics

-Worked side by side with multiple academically challenged students both nationally and internationally (Qatar, Lebanon, Canada, Egypt, UAE, India) (remote learning), and grew a client base of 25 private students.

-Focus on language education, specifically Arabic, English, French, and Armenian, as well as English for business purposes.

-Inventive workaround offerings for students to memorize, solve, and stay focused.

-Self-confidence reinforcements, for new language learners and unpleasant school subjects, and morale boosting with modern tutoring techniques.

LANGUAGES

English.
French.
Arabic.
Armenian.

COMPUTER LITERACY

Microsoft Word.
Microsoft Excel.
Microsoft Power Point.
Detailed Online Research.

INTERESTS

Reading.
Calisthenics.
Jogging.
Outdoor Workouts.
Meditation.

HEAD OF MARKETING & SALES

JUL 2017 – AUG 2018

NJM Group Middle East, Lebanon

- Conducted pricing strategy studies side by side with the marketing manager and offered recommendations, including incentivization, to diversify offerings.*
- Worked on diverse sponsorship projects namely, a collaboration with Hyundai Lebanon.*
- Sought to contact and collaborate with local real estate offices to help the brokerage team widen their reach.*
- Initiated new plans to pitch in front of corporate employees, namely "Gharghour Automotive Group", and led NJM's new hires in their apprenticeship.*

OPERATIONS MANAGER

FEB 2015 – JUNE 2017

Sushi Mooda, Lebanon

- Managed floor staff, from waiters to cleaning staff, and ensured "on-point" hosting.*
- Helped contribute to new digital campaigns on social media.*
- Curated their pages and brought their online presence to life with promotion ideas and customer interaction that helped build a loyal online following.*

BRAND REPRESENTATIVE

JAN 2014 – JAN 2015

Zadig & Voltaire & Eleven Paris, Lebanon

- Established and curated client base of customers with high purchasing power.*
- Created great affinity with my clientele which helped me increase my selling percentage and create a strong sales portfolio that luxury brands require.*