

Karim Fadi Asaheed

Beirut, Lebanon

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PROFILE SUMMARY

- Excellent communication and teamwork skills developed through leading different teams.
- A solution-oriented mindset acquired through working in a fast-paced agency environment.
- Public speaking skills enhanced by delivering conferences and pitches.
- Good command of Microsoft Office™ and Google docs.
- Good command of digital marketing tools (Facebook Business Manager and Google AdWords)
- Intermediate knowledge of Adobe Photoshop and InDesign CS6.
- Fluent in English, French, and Arabic.

EDUCATION

Lebanese American University, Beirut, Lebanon

December 2015

BS in Business with emphasis in Marketing (GPA: 3.39/4.0)

USAID University Scholarship Program II 2012 (3 years' fully funded scholarship)

WORK EXPERIENCE

The Creative NINE- Communication and Advertising Agency (thecreative9.com)

Account Executive

September 2016- December 2017

- Managed client's campaigns objectives and budgets
- Liaised between the agency team and suppliers to ensure optimal campaign executions.
- Negotiated with multiple stakeholders, solving problems, and ensure deadlines are met.

Social Media Specialist

- Built and executed social media strategy through competitive and audience research
- Created social media content calendar to meet client's objectives and create page visibility
- Setting up and optimizing brands' pages on different platforms
- Managed digital ad campaigns

Main Clients: BACARDI Group Limited, Harley Davidson MENA, and DeLonghi Lebanon

AIESEC in Lebanon- International Leadership Organization (aiesec.org)

National Marketing & Communication Officer

December 2015-February 2016

- Planned & implemented national marketing campaigns for several programs.
- Established branding guidelines for different programs.
- Managed the official social media channels of AIESEC in Lebanon.

Local Committee President

December 2013-January 2016

- Managed an entity with over 40 members and 3 Executive Board members.
- Achieved a growth of 30% more exchanges.
- Planned & implemented a community project gathering 12 international volunteers.
- Ensured partnerships with international entities.

EASTLINE Marketing- Digital Marketing Agency (eastlinemarketing.com)

July- August 2014

Intern in the Social Media Department

- Prepared social media content calendars for several clients.
- Worked on in-depth research about global benchmark for several brands.

SEMINARS & CONFERENCES

- *Chairperson*, AIESEC National Leadership Summit 2016, Lebanon January 2016
- *Facilitator*, AIESEC National Conference 2015, Tunisia November 2015
- *Delegate*, AIESEC International Congress 2015, India August 2015
- *Organizer*, Lebanon Youth to Business Forum, Lebanon March 2015

EXTRA-CURRICULAR ACTIVITIES

- *Treasurer*, LAU UNESCO Club / Entrepreneurship Club
- *Volunteer Teacher*, MUMKN Organization
- *Survey Coordinator*, D-RASATI Project developed by World Learning, USAID, AMIDEAST

INTERESTS

Social Work, entrepreneurship, and innovation in education