



WORK EXPERIENCE

From 07/2017 to Present

Business Development & Communications Executive | Applied Technology S.A.R.L | Beirut, Lebanon

- Processed client requests and complaints
- Attended conferences, meetings, and industry events
- Contacted potential clients via email or phone to establish rapport and set up meetings
- Planned and oversaw new marketing initiatives
- Other administrative tasks

From 01/2017 to 06/2017

Marketing Communications Executive | Addbloom | Dbayeh, Lebanon

- Social Media campaign ideation and implementation
- Digital strategy, content development, community management
- Account Management
- Crisis Management

From 01/2015 to 12/2016

Research Assistant (Marketing) | Olayan School of Business, American University of Beirut | Beirut, Lebanon

- Assisted multiple professors in their research (Marketing and Management Track)
- Assisted in undergraduate course preparation (Marketing Promotions & Communications)
- Led and organized undergraduate seminars and workshops

From 08/2012 to 12/2014

Marketing & Business Development officer | Corporate Department, BLC Bank, FRANSABANK Group | Beirut, Lebanon

- Conducted Market Research (Lebanese Pharmaceutical sector, Real Estate Sector, Tourism sector, etc.) under the supervision of the Marketing Department
- Participated in the Marketing Department's Women Empowerment initiative
- Played an active role in the Process Re-engineering of the Corporate Department



EDUCATION

From 01/2015 to 12/2016

Master of Business Administration | Emphasis: Marketing and Management

American University of Beirut (AUB), Olayan School of Business | Beirut, Lebanon

From 01/2009 to 08/2012

B.S in Business Administration

Université La Sagesse, Faculty of Business Administration & Finance | Beirut, Lebanon



TRAINING

Advanced Negotiation Skills Workshop | INSEAD (Professor Marwan Sinaceur, PhD)



LANGUAGES

English Full proficiency

French Full proficiency

Arabic Native proficiency



INFORMATION SYSTEMS SKILLS

Microsoft Excel, Word, PowerPoint & Access

Statistical Package for the Social Sciences (SPSS)

Adobe Photoshop, Illustrator, InDesign



GENERAL INTERESTS & EXTRACURRICULAR ACTIVITIES

Theatre & Performing Arts (Très Tôt Théâtre Institute, Monot Street)

Animal Rights Activism (Beirut for Ethical Treatment of Animals, betalebanon.org)

AUB Communications Club, Debate Club, Psychology Club, Ciné Club

Photography & Graphic Design

RC Model Airplanes (Member of the AMAZRC Group, amazrc.com)

Hiking (Club Des Vieux Sentiers, cvslebanon.org)



CONTACT INFORMATION

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