

NATHALY BOU HAMDAN

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PERSONAL INFORMATION

Nationality | Venezuelan / Lebanese

Date of Birth | 10-08-1994

Marital Status | Single

EDUCATION

2013 - 2016 | **BS in Business Marketing - American University of Science & Technology (3.2 GPA)**

2011 - 2013 | **Freshman - Haigazian University**

2003 - 2011 | **High School Degree - Lebanese American School**

EXPERIENCE

November 2017 – February 2018 | Digital Marketing Executive - Way2Go Digital

- Trends and insights identification and analysis based on industry, level of service, price, competition, and market.
- Plan, manage and audit Social Media accounts.
- Execute daily tasks of social media strategy across identified digital media platforms.
- Weekly/monthly monitoring and reporting to analyze the performance on all social media accounts, and suggest enhancements.
- SEO Website Audit.
- Prepare and create client's proposal presentations.
- Prepare company and activity procedure templates.
- Text content creation for video voice-over.

July 2017 | Procurement Officer Trainee - Al-Sultan Food Stuff Co. S.A.R.L

- Implement procurement strategies and policies.
- Analysis and reporting through the development and implementation of commodity strategies.
- Product price studies, purchasing, logistics and clearance.
- Ensure contracts are in place for all suppliers of all goods inclusive of terms and condition, payment terms and delivery schedules in accordance with the requirements.

August 2016 – June 2017 | Sales Associate - The Body Shop - M.H. Alshaya Co.

- Deliver and perform strong full customer service to drive sales and increase customer purchase through strong and relevant communication skills and product knowledge. (Increased sales by 12% in 6 months).
- Build customer relationship through product demonstrations, cross-selling & link-selling techniques to deliver utmost customer service satisfaction.
- Organize and perform attractive store layout and merchandise according to events, promotions, occasions, and seasons.
- Create daily store activities to generate sales and footfall to attract and engage customers with the brand's products and services.
- Management of customer information system.
- Closing and opening store procedures.
- Reporting daily, weekly, monthly, and yearly sales by store branch, country, and product.
- Analysis of year on year sales by day, week, month, and year.
- Train staff on auditing instructions and company's policies and procedures.
- Record staff attendance, and plan staff's weekly rotation schedule (for 8 weeks ahead).
- Manage store stock and quality control by ordering, allocating, receiving, and transferring merchandise in-and-out of store.

ACTIVITIES & TRAINING

November 2017 | Digital Marketing Course – EduPristine

March 2015 - May 2015 | Societal Regional Competition - Injaz Al Arab & Ripples of Happiness

February 2015 - May 2015 | Team Manager - Campus Society

January 2015 | Usher in the CFA competition - AUST

January 2013 | Community Service - Nasma Learning Center

WORKSHOPS

June 2016 | Innovation Camp - INJAZ Lebanon sponsored by Citi Foundation

November 2015 | Creative Problem Solving - Skillz Beirut

May 2015 | Emotional Intelligence - ACT Leaders - American Consultancy & Training Center

SKILLS & ABILITIES

SKILLS: MS Word, Excel, & PowerPoint - Professional
Adobe Illustrator & Photoshop – Beginner

ABILITIES: Leadership skills – Communication skills – Determination & dedication – Pragmatic – Team oriented – Good at handling objections and complaints – efficient and effective in crowded places – Problem-solver.

LANGUAGES

English – Spoken: Excellent - Written: Excellent **Arabic** – Spoken: Good - Written: Fair
Spanish – Spoken: Good- Written: Good **French** – Basic Command

CERTIFICATIONS & AWARDS

March 2018 | **Certificate of Completion – Social Media Crash Course – Pump My Marketing LLC**

December 2017 | **AdWords Search Certification & Awarded for passing the AdWords Fundamentals & Search Advertising Exams – Google**

June 2016 | **Certificate of achievement - INJAZ Lebanon Innovation Camp**

May 2015 | **Certificate for successfully completing a training workshop on emotional intelligence.**

May 2015 | **Certificate of recognition – Ripples of Happiness & Injaz Al Arab**