



Malek Alameh

WHY ME?

I'm someone who's in love with challenging himself. Simply put I don't believe that there's something I can't do. Everything is possible, it only requires determination, nothing more. That's how I roll. That's how I achieved high levels of inbound marketing and entrepreneurship.

SKILLS

- Inbound Marketing
- CRM Management
- Social Media Management
- Email Marketing
- Content Creation
- Video Development
- Software Development

LANGUAGE

- Arabic
- English

REFERENCES

Reference 1

David Munir Nabti
CEO and Co-founder of AltCity

+961 (3) 138 770
dmn@altcity.me

Reference 1

Samer Azar
CFO and Co-founder of AltCity

+961 (3) 250 525
samer@altcity.me

FOLLOW ME

- -
- Malek Alameh @malekalameh

After launching a number of startups in Lebanon & working on multiple startup training projects and startup events with AltCity; I have gathered a fair share of experience when it comes to Inbound Marketing, CRM, Database Management, Growth Hacking and Lean Startups.

Single
28 July 1996
+961 (70) 807 420
malekalameh@gmail.com

WORK EXPERIENCE

Chief Marketing Officer

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|---------------------|---|
| Present Nov 2017 | Spike Diabetes Assistant Beirut, Lebanon |
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A role all about doing as well as leading. Being versatile and getting hands-on with a lot of the work; I'm talking about online & offline marketing strategies, analytics tracking, CRM management, Public Relations, video and illustration production.

Marketing Officer

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| Present Dec 2014 | AltCity Startup Community Beirut, Lebanon |
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Direct all phases of both the creative and technical elements of marketing initiatives including data management, brand creation, lead generation, channel partner cultivation, customer segmentation/profiling, inbound marketing strategies as well as CRM and software management.

Database & CRM Officer

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| Oct 2016 May 2016 | LAUNCH Summit Beirut, Lebanon |
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Direct all activities related to maintaining a thriving database environment. Responsibilities include designing, implementing, and maintaining the database system; establishing policies and procedures about the management, security, maintenance, and use of the database management system.

LEADERSHIP & MENTORSHIP

Marketing Trainer

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| Sep 2017 | Entrepreneurs for Social Change Torino, Italy |
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Trainer on marketing and entrepreneurship aspects of social enterprise for young Euro-Med entrepreneurs in Torino, through a two-week intensive training program organised by UNIDO and Fondazione CRT.

EDUCATION

Education Level

BA in Business Marketing @ Arab Open University
2017 - Present

Demonstrate knowledge of and proficiency in the terminology, theories, concepts, practices and skills specific to the field of marketing. Exhibit competency in demonstrating both reasoning and analytical skills in determining optimal outcomes in contemporary marketing situations.

Education Level

BA in Hotel Management @ Lebanese University
2015 - 2017

Recognize the importance and scope of skilled, friendly customer service with both internal and external stakeholders. Demonstrate the ability to work in a team when completing hospitality related activities

Certificates

- Malek Alameh
Valid until Dec 1 2018
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