

Patil Youssef Kalfayan



Personal Information

Address: Al Gherzel Street, Fanar, Lebanon

Phone: +961 01 881837

Mobile: +961 70 331581

Email: patil.kalfayan@gmail.com

Website: www.thesnowflakes.weebly.com; www.sflake.blog.com

Portfolio: www.patilkalfayan.portfoliobox.net

Date of Birth: February 25, 1990

Education

2008-2012 ***Bachelor Degree in Business Administration***, Haigazian University, Hamra, Lebanon.

Major Subject: Business Management, Marketing Management, Microeconomics and Macroeconomics, Finance, Mathematics, Accounting I & II, Senior Seminar in Business, Operations Research, Business Law.

Minor Subject: Mathematics, Intercultural Studies, Business English, Foreign Languages, Armenian History.

2007-2008 ***Baccalaureate Degree in Sociology & Economics***, A.G.B.U. Tarouhi-Hovagimiagn High School, Sin El Fil, Lebanon.

Certifications

2015-2016 Social Media, Digital Marketing & Video Editing Certifications, Shaw Academy

2015 Graphic Design Certification, Coursera online learning institution

Work Experience

2013-2014 ***Communication Manager*** at Printkom, Achrafiyeh, Lebanon

- Booked travel arrangements
- Prepared travel documents of the employees for business concerns
- Managed social media accounts
- Created social media graphics for daily postings
- Organized Canon event for the publishing house

- Published quarterly based newsletters
 - Created and sent mass email marketing campaigns
 - Other marketing activities: prepared and designed personalized calendars
- Interviewed owners of publishing house in Lebanon for the newsletter.

2014 **Graphic Designer** at Servit, advertising agency, Jdeideh, Lebanon

- Worked on CBC Lebanon project - loyalty card offers valuable rewards up to 10% of purchases at all participating points of sales
 - Used Adobe Photoshop & Illustrator to create ads for the magazine
- Communicated with customers for updates i.e. designs, company profile, personal info...

2015-Present **Administrative Assistant** at General Bearing Services Co. s.a.r.l. Dora, Lebanon

- Answered phone calls, took memos and filed documents
- Sent and received correspondence
- Assisted in organizing Henkel/Loctite event in Lebanon
- Created weekly marketing campaigns and sent mass email to potential clients
- Developed a social media strategy to increase the following of the company website
- Developed and maintained a filing system
- Coordinated operations: events, stock control, marketing activities and etc.
- Communicated with suppliers for booking and releasing orders
- Arranged shipment documents
- Controlled the arrived goods and updated the stock on the system
- Prepared quotations and placed orders upon order confirmations
- Created advertisements to enhance the digital market: e-newsletter, announcements, invitation cards, and etc.
- Managed the social platforms i.e. Facebook & Instagram.

Freelance

2014-2015 **Writer** at Freesia Magazine- lifestyle magazine covering all women's interest

2011 **Intern** at Fransabank, Lebanon

Skills

Communication:

- Strong verbal communication skills: Presentations at university and at subject-related conferences to audiences that range from 7 up to

20 people. Customer service skills through providing administrative support in friendly manner aiming for customer satisfaction.

- Excellent written communication skills: Issuing newsletters, social media marketing, blogging, interviewing for newsletter and/or for blog post publications, and replying to email queries during my office work placement.

Language:

- English: advanced knowledge
- Arabic: Intermediate knowledge
- Armenian: Advanced knowledge
- German: Basic knowledge

Computer:

- Proficient in using all MS Office Programs
- Competent in using Adobe softwares : Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro and Adobe After Effects.
- Currently learning to program in HTML and use web design software through self-study.

Activities

Reading, Writing, Playing Football, Photography & dancing.