

# Romy Waked

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## Objective:

As a trilingual Business Graduate from the American University of Beirut, I am seeking to grow within your firm and be a part of the company's future.

## Languages:

- English: Full professional proficiency
- Arabic: Native
- French: Full professional proficiency

## Education:

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American University of Beirut (AACSB Accredited) – Beirut, Lebanon	2015-2018
Bachelor of Business Administration (B.B.A.), Marketing Concentration	

Saint Joseph School – Cornet Chehwan, Lebanon	2000-2015
Lebanese Baccalaureate – Life Science	

## University Projects:

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| • Currently enrolled in the CNN “The Complete Marketing Digital Course” online                             | 2018 - Present |
| • Qualified to compete on the Finals National Level of the L'oreal Brandstorm competition                  | 2018           |
| • Conducted the full digital presence report of Volkswagen Lebanon & Crepaway using the social media tools | 2018           |
| • Worked on a report about enhancing the Customer Journey at a sales shops                                 | 2018           |
| • Organized a report about the both Mitsubishi Lebanon and Volvo Lebanon                                   | 2016           |
| • Studied and filled a management report about SMLC Pepsi Lebanon  | 2016           |

## Work Experience:

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### Volkswagen - Ets. F.A. Kettaneh S.A. – Dora Lebanon – Marketing Specialist

Part-Time Job	October 2017-May 2018
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- Assisted in establishing the marketing plan and strategies as well as setting yearly department's objectives
- Contacted agencies and principles regarding design layouts, promotional items, media, communication material, and market news and followed up with suppliers on the completion of pending projects
- Searched and executed various campaigns for the sales, after sales and pre-owned cars departments
- Planned and initiated concepts for events and worked on their on-site execution such as the BLOM Bank Beirut Marathon 2017
- Monitored and compared social media reports of market competitors and presented the outcome to the management
- Held responsible of the company's website's updates along with the social media platforms
- Issued press releases for various occasions and media relations

### Volkswagen - Ets. F.A. Kettaneh S.A. – Dora Lebanon – Marketing Trainee

May 2017 – July 2017

- Conducted market studies and gathered relevant information by performing several mystery shopping campaigns
- Gathered customers' inquiries and complaints from various platforms and followed up with the concerned parties

### Bank of Beirut - Biyada, Lebanon - Trainee

January 2017–February 2017

- Worked in the Cards Department as an active intern and followed up with the clients on all their cards' issues and matters
- Acted as proactive teller on the front office counter and ensured highest quality service to clients
- Transferred monetary amounts between different accounts and performed several financial transactions

## Organizations

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| • Chief in the Scouts du Liban movement (SDL)  | 2011 - Present |
| • Head of the PR Committee in the Goodwill Games 7 event by SDL with around 2000 people                  | 2018           |
| • Active member of the Red Bull Sales Team during different corporate events                             | 2015           |
| • Head of the Secretary Committee in the 50 <sup>th</sup> Jubilee Camp of the SDL with around 700 people | 2016           |
| • Member of the Archive Committee for the School's yearly yearbook                                       | 2013 – 2014    |