

# Nadine Raad

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## CAREER OBJECTIVE

As a positive, passionate, goal-oriented and coachable person, with an educational background in Advertising and Communication; my strengths include adapting new strategies, techniques to develop business strategies and achieve business objectives along with carrying out the work connected to the creation, formulation and coordination of certain advertising policies which will assist to encourage products and services of a particular business.

As such, I am seeking a challenging position that will allow me to use and expand my gained expertise and analytical experience in the field of marketing to progress customer satisfaction and improve the company brand and services.

## WORK EXPERIENCE

Sep 2016 – Present

**Bookwitty / Keeward, Lebanon**

### Supply Chain Coordinator

- Managing the buying and delivery process of goods or services
- Negotiating rates with carriers ensuring we secure the best possible rates inline with the company's buying policy along with coordinating all inbound and outbound traffic, maximizing cost-effectiveness and tracking all consignments.
- Preparing reports as well as analyzing statistical data.
- Maintaining good relationship with suppliers as well as customers.

### Part time Digital Marketing and social media intern

- Working closely with the Marketing department on social media platforms with their respective tools (Facebook, Instagram, LinkedIn, GoogleAdwords and Analytics)

Feb 2016 – Apr 2016

**LeoBurnett, Lebanon**

### Marketing Intern

- Collecting quantitative and qualitative data from marketing campaigns
- Supporting the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations, market analysis and research on competition.
- Manage and update company database and customer relationship management systems (CRM)

Sep 2015 – Dec 2015

**Bank Audi SAL, Lebanon**

### Marketing Intern

- Collecting quantitative and qualitative data regarding the different products that Bank Audi offers (cards, loans etc...)
- Performing market analysis and research on competition "Net promoters" (between branches and competitor banks)
- Prepare Marketing plan.
- Manage and update company database and customer relationship management systems (CRM)
- Help in organizing events with both Marketing and CRM team.

## ACADEMIC BACKGROUND

2012 - 2016

**Haigazian University, Lebanon**

**Bachelor in Business Administration, concentration in Advertising & Communication**

1999 - 2012

**European Lebanese School, Lebanon**  
**Lebanese Baccalaureate, Life Sciences**

**EXTRACURRICULAR ACTIVITIES, INTERESTS AND SKILLS**

- Social Media and Digital Marketing workshops at Keeward (copywriting and content creation, reporting and analytics) (2018)
- Multiple Social Media and Digital Marketing workshops at Morgan International (2017)
- Volunteer for PMI Lebanon Chapter Conference (2015)
- Volunteer for Children Cancer Center of Lebanon (2015)
- Volunteer in Desert Streams Club for charity work in Haigazian University.
- Proficient use of Microsoft Office: Word, Excel and PowerPoint
- Adequate knowledge in Photoshop
- Creating a Creative Brief, marketing plan and campaigns
- Facebook (ads, pixel, Facebook ad manager, reporting and insights, boosting, targeting)
- Instagram (ads, insights, boosting, content creation and targeting)
- LinkedIn (content creation, posting, analytics)
- Moderate Knowledge in Google Adwords
- Google Analytics and insights
- Customer Relations (phone, email, message and feedback handling)
- Project Management tasks including:
  - Dashboard, Schedule, Budget, Risks, Issues, Stages Completion
  - Templates that are part of the Project Management processes
- Sales Skills
- Interpersonal communication skills
- Strong budget administration skills
- Goal oriented by a great attitude
- Ability to set and meet goals
- Ability to solve practical evils

**LANGUAGES**

Fluent in spoken and written English, Arabic, and French.

**REFERENCES**

References are to be provided upon request.

