

Samar Ibrahim Sahily

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EDUCATION

From 10/2016 to 07/2018	Lebanese University Master of Science in Marketing Courses Taken: Non-Profit Organization Marketing, Customer Relationship Management, Project Management, Product Development, Mark Commerce Management, Data Analysis, Econometrics, Strategic Marketing, Marketing in social networks, Advertising innovation and media plans, Sale and in-depth negotiations Distinction M1 & M2 : 1 st in class	Hadath, Lebanon
From 09/2014 to 06/2016	Antonine University Bachelor in Business Administration, with Emphasis on Marketing/Management Courses Taken: Organizational Behavior, Human Resource Management, Marketing Management, Service Marketing, Marketing Principles, Sales Management, Integrated Marketing Communication, Business Law	Bekaa, Lebanon
From 09/1998 to 06/2013	Imam Jawad High School Lebanese Baccalaureate with Distinction : Official in 2013	Bekaa, Lebanon

EXPERIENCE

From 05/2018 to 07/2018	Annahar Newspaper Position held: Trainee <ul style="list-style-type: none">Stayed up-to-date to local, regional, & international newsDeveloped updated fresh content for the websiteEdited and published contentPerformed phone call interviews, recorded them, emptied them into written interview, edited, and published them onlineCoordinated with different colleagues for different tasksContacted different political, social, humanitarian, legal, and different parties	Beirut, Lebanon
From 06/2017 to 09/2017	Adictos (Resto Cafe) / Freelance - 3months project Position held: Digital marketing&social media specialist <ul style="list-style-type: none">Developed, coordinated, and executed digital marketing campaignsManaged department deadlines, and communicating with key stakeholdersDeveloped and executed the organization-wide social media strategy, ongoing content development, and customer engagement. This is including, Facebook, Instagram, Website.	Beirut, Lebanon
From 03/2017 to 06/2017	Meliclinic / Freelance - 3months project Position held: Digital marketing&social media specialist <ul style="list-style-type: none">Developed, coordinated, and executed digital marketing campaignsManaged department deadlines, and communicating with key stakeholdersAssessed performance metrics including project and campaign analytics and overall return on investment for digital marketingMade recommendations based on findingsPerformed writing, copywriting, editing, and proofing of web content, social media posts, blogs, and online advertisingBanner advertising, and social media advertisingMaintained messaging and branding consistency across online platformsDeveloped and executed the organization-wide social media strategy, ongoing content development, and customer engagement. This is including, Facebook, Instagram, Website.	Beirut, Lebanon
From 10/2016 to 07/2017	Professional Business Solution Institute (PBSI) Position held: Telemarketing specialist & Admin <ul style="list-style-type: none">Developed and implemented the organization-wide social media strategy, ongoing content development, and customer engagement. This is including, Facebook, Instagram, Website.	Beirut, Lebanon

- Planned and executed marketing projects
- Assisted managers when needed and performed administrative tasks
- Communicated (via phone, emails, field visits) with clients, suppliers and other stakeholders
- Provided information about the company, its services, certificates, and other details
- Participated in job fairs to increase awareness about programs and certificates for interested candidates, and performed inhouse orientation sessions for them
- Created profiles for each candidate with all detailed personal and non-personal information
- Collected feedback and complaints through phone calls, emails, office visits, ..
- Tracked complaints through internal and external follow up with candidates to compensate them (sessions, timings, course, trainers, ..)
- Gathered data and carried out targeting assessment for further improvements
- Recorded sessions and edited them to upload them on the center social media pages to give more credibility, proficiency, and trustfulness to audience and potential candidates

From 07/2016 to 08/2016

Banque du Liban(Cenral Bank of Lebanon)

Bekaa, Lebanon

Position held: Intern

- Attended intensive lectures and courses related financial and monetary aspects
- Participated in field visits and appraisals to banks and publicized official reports

From 06/2016 to 07/2016

BLC bank, Chtoura branch

Bekaa, Lebanon

Position held: Intern Teller/Customer Services Officer

- Occupied the teller position
- Worked as a customer services representative

From 09/2015 to 05/2016

Antonine University, Zahleh branch

Bekaa, Lebanon

- Research assistant for Prof. Sami Naddaf in numerous courses
- Assisted him in his PHD thesis
- Provided editing and proofreading services (structure, grammar, spelling, citations, ..)

From 01/2010 to 08/2015

Brazil Supermarket, Zahleh branch

Bekaa, Lebanon

- Operated in retailing FMCG sector
- Coordinated with different suppliers and different banks (invoices, statements, accounts payables & receivables, etc)
- Carried out customer service effectively and efficiently
- Engaged with customers to build good relation and provide pleasuring customer experience
- Directed and managed staff tasks and performances
- Operated as a cashier and accountant, to complete all the operational activities

SUMMARY SKILLS

COMPUTER SKILLS: MS Word, Excel, PowerPoint, Internet use

LANGUAGES: Fluent in English and Arabic with basic knowledge in Portuguese

SKILLS: Leadership, Communication, Team-Building, Organizational and Multitasking, Management and Public Speaking, and Project Management

INTERESTS AND HOBBIES

- In collaboration with the German Friedrich Eibert- Stiftung FES foundation, Nahar al Shabab association launched the third phase of the 'Young leaders of tomorrow in Lebanon' project (Lylot 3) aimed at promoting the participation of youth in social, political and economic life of the country. I am an active alumni member in LYLOT 3, and have attended the below workshops throughout one and half year duration:

- Teambuilding
- Debate skills
- Lebanese Political parties' history and missions
- Mediation
- Civil and civic engagement
- Public debating
- Project planning and management
- Conflict negotiation and resolution
- Communication skills

- Soft Skills
 - Project budgeting and implementation
 - Advocacy and Campaigning Oil & Gas
 - Women Empowerment in the Middle East
 - Diversity
 - Organizational Skills
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- Published several articles on Al Nahar website
 - Arabic poet and writer
 - English and Arabic translator
 - Academic tutor: Providing private sessions for university students who have difficulties in their academic studies. Focusing on business courses: Accounting 1, Accounting 2, Financial Analysis, Cost Accounting, Quantitative Methods, ...
 - Assisting university students in their research projects (internship reports, entrepreneurship reports, and senior projects)

References and recommendations are available upon request