

Amer Aref Shamas

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OBJECTIVE

To secure a position with a stable and profitable organization, where I can be a member of a team and utilize my business experience to the fullest.

EDUCATION

Lebanese American University (LAU) - Beirut, Lebanon Sept. 2013 – Dec 2016

Bachelor of Science (BS) – In Business Marketing

Ahliyah School - Beirut, Lebanon Sept. 2010 - June 2013

Lebanese Baccalaureate Diploma (Sociology and Economics)

WORK EXPERIENCE

Business Development Manager – Beirut, Lebanon

March 2017 – Present

- Achieve sales targets
- Work with internal teams to develop solutions to satisfy prospective customer needs.
- Cultivate the relationship with direct customers and partners to ensure business is grown and retained.
- Contribute to growing market share.
- Build a strong sales pipeline.
- Sell a range of services that include Security Solutions and Facilities Management.
- Develop a good understanding of the customer needs, products and vertical market.
- Attending meetings with potential account clients to help sell on a larger scale.
- Handling all marketing aspects from branding to digital media.

Account Executive – Strawberry Advertising – Beirut, Lebanon

December 2017 – March 2017

- Arranging meetings and liaising with clients to understand their requirements.
- Research clients' products, services, plans, competitors and target markets.
- Handle all clients' digital marketing campaigns for their projects or products.
- Meet clients for briefings and present proposals, calendars and offers to clients for approval.
- Regular ongoing liaison with the client through weekly meetings, telecommunication or E-mails to enhance any adjustment requested.
- Monitoring all stages of campaigns to disclose and report the details to the client and all team members.
- Keeping up to date with changes and advances in social media and advising on new channels and approaches to adopt.
- Implementing innovative diverse strategies for the client's marketing communication campaigns based on objective and budget.
- Negotiate contracts, advertising media, or products to be advertised.
- Collaborate with colleagues to design creative campaigns or other projects according to the standards discussed with clients.

Community Manager - Wet Paint Creative & Digital Solutions – Beirut, Lebanon

April 2017 – December 2017

- Took over content creation for several of our company social media accounts, including organizing cross-platform content strategies.
- Developed new social media campaigns from the ground up, considering our clients' needs and their specific industries
- Monitored social channels for trending news, ideas and memes, then capitalized on those trends through our social media accounts
- Monitoring the success of the community and of social media in terms of the overall marketing strategy.
- Perform research into our clients' industries and provide actionable tips and advice for expanding their reach in the digital space
- Client relation – Identified and assessed customers' needs to achieve satisfaction with the goal of improving business relationships. (Telecommunication – E-mails – Meetings).

Marketing Intern – Wet Paint Creative & Digital Solutions – Beirut, Lebanon

March 2017 – April 2017

- Supported the marketing team in daily administrative tasks
- Assisted in the development of the overall social media strategy and online campaigns.
- Monitored activity across various social media platforms (Facebook, Instagram, Webs, Twitter, etc...) and compile analytics.
- Supported the customer service and customer experience initiatives.
- Created Power Point Presentations.
- Created and maintained tracking reports of digital and traditional marketing efforts.

HR Administrator - Team International – Beirut, Lebanon

May 2016 – Feb 2017

- All Kinds of administrative human resource work (attendance, letters, reports, etc...)
- Update HR databases (e.g. new hires, separations, vacation and sick leaves)
- Maintain employee records (soft and hard copies)
- Prepare reports and presentations for internal communications
- Assist in payroll preparation by providing relevant data, like absences, bonus and leaves
- Process employees' requests and provide relevant information
- Manage phone calls and correspondence to candidates for interviews, assessments and meetings.
- Creation of Employee files and terminations.

Client Relationship Management Intern – Kohl & Partner – Beirut, Lebanon

Feb 2016– April 2016

- Intermediate link between Middle Eastern clients and Kohl & Partner to understand their business needs and ensure alignment on objectives to create the business opportunity for both parties to derive value and satisfaction.
- Project-Based Customer relationship management; Handling the Middle East clients' enquiries via several channels (Chat, Email and Telephone).

- Performed a variety of translations, including document-to-document, audio-to-document and website translation of the English language to standard Arabic.

Management Consultant Intern – TEAM International - Beirut, Lebanon

Nov. 2015- Jan. 2016

- Conducted research and benchmarks related to the scope or industry of the project, and attempt to analyze the results
- Worked closely with mentors in a collaborative team environment.
- Participated with the operational team on the strategic planning for the development of Makaa's visits (KSA).
- Participation in project scoping and technical plan creation.
- Collaborated on National Guard project (KSA).

EXTRA CURRICULAR ACTIVITIES

Volunteer - Community Service NGO's :

Greenpeace Lebanon & Beirut Marathon

Feb.2013 – Nov. 2016

- Organized activities on and off campus
- Planned fundraising events for different supporting ideas

SKILLS

- Time management
- Goal oriented
- Communication skills

Computer: Word, Excel, PowerPoint.

Languages: Fluent in English and Arabic;

INTERESTS

Interest in Sports, Music, Reading and Traveling.