

Shireen Daouk

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Address: Beirut, Lebanon

Education

Lebanese American University- Beirut, Lebanon

- MBA (2016-2018)
- B.S. in Business Marketing (2009-2011)

Lebanese Preparatory School

- Sociology-Economics (Lebanese Baccalaureate)

Work Experience listed as follows;

Lebanese American University – Lebanon

February 2017- Present: Marketing Coordinator

- Developed clear marketing objectives, strategies and coordinated various marketing plans.
- Coordinated between marketing and sales.
- Planned and developed new programs.
- Researched competitors' products in order to ensure quality, quantity and availability of the company's products.
- Managed budgets.
- Represented the department in public appearances Master of Ceremony in Diploma Launch.
- Planned and assisted on implementing a successful launch of diplomas and graduations.

BankMed – Lebanon

July 2012- January 2017: Customer Service Representative

- Planned and managed personal business portfolio.
- Maintained and developed sales method for existing and new customers.

- Managed proper communication and negotiation internally and externally to facilitate the development of profitable business.

Internship *Sept 2011- Jan 2012:*

Bank Audi: Sales and Marketing Specialist

- Worked on a newly launched AUDI service
- Researched competitive products and evaluated product characteristics.

Certificates

- Relationship Selling Strategies
- Social Entrepreneurship

Projects Accomplished

Thesis on: The effect of e-retailers' innovations on shoppers' impulsiveness and addiction:
The case of Amazon's Prime Now.

Under review with the ACR conference

Languages Arabic-English-French

Computer skills

- Microsoft Office
- Basic SPSS

Soft Skills

- Good communication skills
- Proper time management
- Appropriate problem solving skills
- Effective leadership skills