

## OBJECTIVE:

Looking a challenging program coordinator role within a dynamic organization where I can leverage my creativity, strategic thinking, and expertise to drive impactful programs and contribute to the company's growth.

## PROFESSIONAL EXPERIENCE:

### Forward Mena | Beirut, Lebanon

#### Training Coordinator | January 2025 – Present

- Ensure timely implementation of project activities and address any emerging challenges in close coordination with the Project Manager/Director.
- Prepare regular status updates (e.g., weekly/monthly) for the Project Manager, consolidating attendance, feedback and any issues.
- Act as the primary liaison between the project team, partner organizations, and trainers.

#### Communication Coordinator | September 2023 – Present

- Coordinate with advertising agencies and partners such as UNICEF and The World Bank
- Develop and update the communications strategy of the activities of nammiskills platform
- Brainstorm and develop ideas for creative online and offline communications campaign
- Plan and organize events and career fairs from concept to execution
- Communicate with companies and universities to secure our participation in their events

### Saud International School| Riyadh, Saudi Arabia

#### Math Teacher (Grade 6&7) | September 2022 – August 2022

- Prepared weekly lesson plans
- Designed teaching materials to sustain students' interest in the subject
- Maintained accurate and confidential student records on attendance, classroom performance, and conduct

### Wassef Sinno & Sons Trading Company | Beirut, Lebanon

#### Assistant Manager | September 2017 - August 2022

- Managed customers' needs
- Handled complains from customers
- Coordinated daily customer service operations

## INTERNSHIP:

### Nestlé Waters| Beirut, Lebanon

#### Summer Intern, Customer Care Agent | May 2016 - August 2016

- Convinced customers about offers
- Communicated directly to customers through the phone

### BLC Bank| Beirut, Lebanon

#### Summer Intern | July 2015 - August 2015

- Occupied the teller and loan service center
- Advised customers on various services

## EDUCATION:

### University of Leeds | Leeds, United Kingdom | GPA 3.70/4 (Upper-Second Class Honor)

MSc in International Marketing Management | September 2010 - September 2018

### Lebanese American University (LAU) | Beirut, Lebanon | GPA 3.33/4 (Honor)

BS in Business (Marketing and Management) - Minor in Advertising | September 2013 - December 2016

## CERTIFICATIONS:

### Certificate of Completion Program from Simplilearn:

- **Digital Marketing Specialist** | October 2024

### Certificates of Completion Course from LinkedIn Learning:

- **Digital Marketing Foundations** | February 2024
- **Email and Newsletter Marketing Foundations** | February 2024
- **Content Marketing: ROI** | November 2023
- **Learning Canva** | November 2023

### Certificates of Completion Course in partnership with LAU

- **Maharat min Google Fundamentals of Digital Marketing** | May 2020

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## AWARDS:

Winner of **Services Supporter Award** from University of Leeds | May 2018

Contestant in the Winning Team of Phase 3 in **The Quest Competition** by Unilever | April 2016

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## SOFT PROFICIENCY:

**Marketing CRM Software:** Mailchimp

**Digital Tools:** Teams, Slack, and Zoom

**Microsoft Office Suite:** Word, Excel, PowerPoint

**Statistics Tools:** IBM SPSS

**Simulation Software Programs:** Capsim

**Adobe Systems:** Adobe InDesign, Photoshop

**Research and Survey Software:** Qualtrics, Google Form

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## KEY SKILLS:

- Great Communication and Interpersonal Skills
- Strong attention to details
- Ability to multitask
- Excellent problem-solving and analytical abilities

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## LANGUAGES:

English and Arabic fluency in speaking, reading, and writing

French and Italian beginner in speaking, reading, and writing

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## EXTRACURRICULAR ACTIVITIES:

### Student Initiative|

The Crystal Maze, Company Marketing Project Module | Leeds, United Kingdom | February 2018 -June 2018

Leo Burnett, Consumer Behavior Module| Beirut, Lebanon | December 2015-May 2015

**Member in Sinno Family League** | Beirut, Lebanon | May 2016 - August 2017

**Member at LAU's Social Work Club**| Beirut, Lebanon | January 2016 - December 2016

**Volunteer Work** | Beirut, Lebanon

Volunteer at Arab NGO Network for Development |November 2015