



Marwa Bondak

Experience

January 2015- December 2015: Marketing Coordinator. AviMall GMBH, Lebanon/Switzerland

- Planning and executing Marketing strategies & campaigns
- Preparing promotional presentations and organizing marketing material
- Coordinating with different departments such as design and accounting
- Digital marketing including Social media and email campaigns
- Plan meetings and trade shows (EBACE, Geneva 2015; MEBA, Morocco 2015)
- Content writing and editing for a variety of content such as press releases
- Contacting clients, budgeting, benchmarking

**Skills acquired: Marketing and management skills, planning and writing skills*

January 2013- April 2014: Part-time Assistant. Education Liaison office, University of Greenwich in London

- Answer student inquiries
- Assist the manager in duties and represent the university at events
- Data entry and student files organizing and auditing
- Execute mock interviews, presentations for students and help on training days

**Skills acquired: Marketing, presentation and interviewing skills in addition to customer service skills.*

July 2013- September 2013: Assistant Marketing Analyst. QAS properties. Inc. Halifax, Canada

- Developed all aspects of the Marketing plan including product positioning, pricing and promotion.
- Performed Situation Analysis for existing locations (Industry, Sales, Competitive, SWOT analysis)
- Conducted a Market expansion study (Company expanding into US market; Florida)

**Skills acquired: Planning, researching & analytical skills on the project in addition to using marketing tools.*

June 2012- September 2012: Assistant Marketing Manager. Auto-Liban Magazine, Lebanon

- Prepare and send quotations, getting new leads
- Coordination with the GM regarding the employees' attendance, payroll & employee relations.
- Responsible for the Magazine's Twitter and facebook accounts

**Skills acquired: Self-Management, customer service and sales skills.*

Event assistant/ Hostess (Various):

- 2014: Hostess for "Great British Summer- Hyde park" and SW4 events (Take on agency), Event Assistant and blogger for Conference organized by Change And Development Foundation- France
- 2013: Recruitment Ambassador for the University of Greenwich EDU liaison, Event assistant for the University of Greenwich various events (UCAS, HE fairs, Design your future, Career fairs)
- 2012: Rally of Lebanon (Autoliban Magazine), Volunteer with Imagination Studio Youth Event, Project Lebanon (LG company), Beirut Motor Show (Autoliban magazine), Horeca (Grand Café company), Sesobebe fund raiser, C&F stand at Biel

December 2010- February 2011: Marketing coordinator university internship. Link advertising, Lebanon

- Execute media plans and negotiate the price
- Contact potential clients through a database, book meetings
- Prepare marketing plan for clients

April 2010- June 2010 Receptionist and front desk officer. Palm Beach Hotel, Lebanon

- Worked on a computerized system (Fidelio) for reservation and accounting
- Customer Relationship officer and reservation planner

October 2009- December 2009 Sales Assistant. Jouets Club Toy store, Lebanon

- Worked as assistant section manager for sales and display
- Ordered merchandise internally

Education

February 2014- February 2015 Chartered Institute Of Marketing, London
CAM Diploma in Digital Marketing

January 2013- January 2014 University of Greenwich, London

Masters in International Business With Merit (Consultancy and Business Networks Path)

Courses: -Consultancy; Preparing reports and research for clients (Infiniem LTD, London)
-Business networks; Usage of UCINET and NetDraw for companies (AirFrance)
- Competitions and business risk; Business simulation for decision making and strategies

September 2007 - December 2010 Hariri Canadian University, Lebanon

Pursued a 3 years B.A degree in Business Administration

August 2007

Acquired the Baccalaureate degree in economics at the Makassed High school-Khaled ben al walid

Completed the Brevet degree at Ecole St Joseph-Beirut

Additional Skills

- ✓ Multilingual (Arabic, French, English)
- ✓ Analytical and critical thinking skills
- ✓ Proficient MS Office knowledge with computer know-how (Word, Excel, PowerPoint and web2.0 use)
- ✓ Interpersonal skill and good team player from experience with working in teams in many events such as the higher education fair with the university of Greenwich ELU team
- ✓ Motivated, able to accomplish goals without direct supervision
- ✓ Strong leadership abilities; able to get charge and get things done
- ✓ Well organized, problem solving skills
- ✓ Interest in continuous development and learning

Volunteer work

- Assistant and member at CDF Foundation in Paris and Lebanon
- Representative and speaker for the London School Of Marketing's student union 2014 term
- Imagination market youth program – Lebanon, July 2012
- Hariri Canadian University orientation program for new students in fall 2008 and 2009