Ziad Fawaz

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Lebanon, Beirut

Personal Attitude: Passionate about traveling to explore different cultural heritage and ongoing trends, and to obtain an enhanced globalized understanding of people and market dynamics.

**Education**

**2014-2015 Grenoble Graduate School of Business / Grenoble Ecole de Management, London, United Kingdom**

* Master of Science (M.Sc.) in Marketing Management

**2013-2014 Grenoble Graduate School of Business / Grenoble Ecole de Management, Grenoble, France**

* Master of Science (M.Sc.) in Marketing Management

**2009-2013** **American University of Beirut (AUB), Beirut, Lebanon**

* Bachelor of Science in Agribusiness

**2009 Grand Lycée Franco-Libanais (GLFL), Beirut, Lebanon**

* Baccalaureate

**Skills**

**Language skills:**

* Arabic (native)
* English (fluent)
* French (fluent)
* Italian (basic)

**Entrepreneurial skills:**

* Wrote a full business plan for a worldwide already existing start-up service however not yet applied in the Lebanese market. An opening for incubation arose, however, due to Lebanon's economic and political instability, I decided not to take further action.
* With the aim of applying to the MIT Enterprise Forum Arab Business Plan Competition, I took part in designing both concept and media package for a startup model.
* Wrote a full business plan on developing an eco-friendly product which took part in the annual International Biodiversity Day competition at AUB, together with its respective media package.

**Computer skills:** MS Office Suite (Word, PowerPoint, Excel)

**Soft skills:** Team player – Cross-cultural sensitivity – Strong interpersonal and communication abilities

**Work Experience**

**July 2017 – Mar 2018 Digital Marketing & Communications Manager, Omega Software, Bitfood, Jdeideh, Lebanon**

**April 2017 – July 2017 Outreach Officer, AVSI, Ghadir, Lebanon**

**Sept 2016 – October 2016 Content Editor & Researcher, CPH World Media, Beirut, Lebanon**

**August 2016 – Sept 2016 Assistant Content Editor & Researcher, CPH World Media, Beirut, Lebanon**

**August 2015 – November 2015 Marketing & Sales Director, Studypedia, Test Prep Institute, Beirut, Lebanon**

**Sept 2015 – November 2015 Marketing & Sales Director, Institute for Financial Analysts, Beirut, Lebanon**

**October 2014 – December 2014 Public Information Intern, UN-ESCWA, Communication and Information Unit (ECIU), Beirut, Lebanon**

* Assist in drafting press releases in English and in Arabic when required.
* Assist in drafting news stories for the ESCWA Website when required.
* Assist in re-organizing the ECIU database according to specific directives given by the Unit's team.
* Assist in taking photos for media coverage and for the ESCWA photo bank created in September 2014.

**November 2014 – December 2014 Research Assistant, UN-ESCWA, Beirut, Lebanon**

* Providing supportive as well as opposing quotes and comments in English and in Arabic for each and every idea/opinion stated in the following dissertation: *The UN Image in the Arab Region and Prospects for Change*

**July 2012 – August 2012 Project Manager Intern, BeyondBeirut (NGO) – Beirut, Lebanon**

* Developed a tourism product based on region-specific foods.
* Field visits to discuss promotional ideas for experiential tourism with various Lebanese rural communities.
* Extensive research on international experiential tourism and applying some of the models onto tourism in Lebanese rural areas.
* Endorsed the NGO using online promotional tools and suggesting ideas to further expose BeyondBeirut through social media.
* Wrote articles in Beyond Beirut's magazine Lebanon Traveler with the aim of encouraging tourism in Lebanese rural areas.

**July 2011 – August 2011** **Quality Assurance Intern, CHATEAU KSARA – Beirut, Lebanon**

* Analyzed company client base and confidential data to conduct a nationwide customer satisfaction survey thereafter.
* Learned how different ISO standards are being applied within the company alongside all procedures, and attended an auditing session between the Quality Assurance's department and the marketing department.
* Have been introduced to the export business facet of the firm and the various standards that Ksara uses to export its goods abroad.
* Field visit to Ksara's vineyard in the Bekaa Valley to learn and witness the process of winemaking.

**Awards, Honors & Extracurricular Activities**

* Selected to participate in UNDP’s Youth Leadership Program II in September 2016.
* Won the annual Business Student Society (BSS) Marketing Competition (2012) sponsored by Auto Asia Motors: out of 130 entries, 6 ideas were announced winners, 3 of which my team and I won.
* Selected to volunteer during Advertising Week Europe 2015 taking place in London.
* Took part in the 48 Hour Film Project's annual international competition (2013) for the Beirut chapter, and filled the shoes of producer and team leader. We were awarded the title of "Most Promising Filmmakers".
* UN World Environment Day, 2013 - FERN: Food Establishments Recycling Nutrients: Volunteer to help raise awareness and increase engagement.
* Listed on the American University of Beirut's Dean's honor list (2012).
* Ranked third in table tennis in "VIèmes Jeux de la Francophonie" (2009).

**Interests & Hobbies**

* Traveling, exotic cultural heritage and trends, photography, reading & writing.
* Performance art, landscape paintings, film
* Health & wellness, camping, hiking, biking, squash, tennis, chess.