

CYNTHIA BECHARA

ADVERTISING & MARKETING

Seeking a quality environment where my knowledge and experience can be shared, and enriched. A job where I can improve my skills and my performance ability.



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Cynthia. bchara@gmail.com



Zahle, Lebanon

PROFESSIONAL EXPERIENCE

2017 - PRESENT

Executive Assistant / Marketing Coordinator
at Daher Foods – Master

Marketing Coordinator tasks:

- Handle contact with **our Advertising Company and our Distributors in GCC** for advertising purposes, brief them of all departments' requests, and implement the projects.

- Marketing Research and prepare briefs for new Projects.

- Handle **social media platforms in Lebanon and Iraq**, manage comments, reply to messages, and Boost posts.

- Handle **Media Booking** (Outdoor / TV / Radio).

- Handle Marketing Materials **Backups**.

- Data Entry + Report for Marketing Researches.

- Handle **our Marketing and info emails**, sort, reply, and distribute messages to the concerned department.

- Customer Complaint Management:** Take complaints and report them.

- Decide whether to **sponsor an event or not**.

- Attend job Fairs & Marketing Fairs and organize the displays

- Supervise the graphic designer** for internal / external projects.

- Coordinate between departments.

EDUCATION

January 2021 to March 2021,
Incomplete **Master of Marketing** (Finished one quarter online) at Western Sydney University - Parramatta Campus

September 2020,
Passed the **Duolingo Test** with an overall score 115 Points

March 2020,
IELTS Exam – Educational Level - Overall Score 6.0

Fall 2012 – fall 2016,
Pursued a BA in **Advertising and Marketing** at Notre Dame University - Zouk Mosbeh

Received a diploma in marketing communications from the International Advertising Association. (IAA)

June 2012,
High school degree in Sociology Economy (st Famille)
Dhour-Zahle, Lebanon

Executive Assistant Tasks:

Organize Business lunch/Dinner.

Organize corporate events such as Team Building Events, Kids Event, Mothers, Fathers, & Labor days, sports event, CSR events and corporate lunch.

Organize people's visit to the factory.

Secretary and represent the Executive in the culture committee.

Type reports, memos, letters and other documents using the word, excel, and relevant computer software.

Answer phone calls and direct calls to appropriate parties or take messages.

Greet visitors and determine whether they should be given access to specific individuals.

Perform general office duties such as ordering supplies and maintaining records management database systems.

File and retrieve corporate documents, records, and reports.

Make travel arrangements for executive.

APRIL/MAY 2019

Took **Adobe Photoshop and Illustrator** course with a private instructor (Martine Akiki).

FEBRUARY 2017

Supply Chain Training at Michel Daher Social Foundation.

DURING THE BA
DEGREE

I attended seminars related to Advertising and Marketing topics.

JULY 2015 -
SEPTEMBER 2016

Completed **an internship at Blom bank** car loan department / head office – Hamra.

SEPTEMBER -
NOVEMBER 2016

Completed **an internship at Triangle Mena** digital marketing agency / all departments – Zalka.

DUBAI, NOVEMBER
6-7 2015

Participated in the **IAA (International Advertising Association)** Apprentices' conference, **Won the 24 hours pitch, as NDU team, competition for creating a full campaign for Beyond Sports Management Company.**

JULY 2006

Volunteered with **World Vision** for one-month, nonprofit organization / working with immigrants - Zahle.

MEMBERSHIP

Volunteer in **Red Cross-Youth department** for seven years.

Lebanon Planning committee coordinator of the Red Cross Youth department for one year (2015)

Director of General Assembly (Zahle Unit) for one another year (2014).

Founders of **Awareness Society at NDU**, president of the society for two academic years.

Secretary of the **Advertising club at NDU** for two academic year

SKILLS

Languages Skills:

Native Arabic, English, and French (speaking, reading, and writing).

Computer Skills:

Windows M.S. Office, Excel, Word, avid, Adobe programs.

Other Skills:

Great communication skills, highly motivated, focused, creative, strategic person, responsible, reliable, able to work under pressure, socially active, capable of working individually or as a teamwork and to handle multitasks.

All references are available upon request.