

# ELSA GERMANOS

MBA | Marketing | Strategy

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## EDUCATION

### MBA-Master of Business Administration

Adam Smith Business School,University of Glasgow

- 09/2016 - 11/2017 United Kingdom
- Awarded for the MBA academic excellence scholarship.
  - The university is member of the prestigious Russell Group and the business school holds a triple accreditation, providing a splendid international and cross-cultural learning experience.

### Digital Marketing Certificate

SHAW Academy

- 12/2015 - 01/2016 Ireland
- Course conducted online, covering the following topics: SEO, online reputation management, strategy building, designing for conversions and PPC advertising.

### B.A - Advertising & Marketing (Major) Radio / TV (Minor)

Notre Dame University

- 09/2008 - 06/2012 Lebanon
- Graduated with distinction.

## EXPERIENCE

### Marketing Consultant Independent

- 08/2015 - 08/2016 Lebanon
- Uplifted the brand perception through successful Marketing Strategies and PR events for businesses in the following sectors: Jewelry, F&B and Media. That translated into an increase in sales, bookings and subscriptions respectively.

### Senior Marketing Executive

Le Royal Hotels & Resorts

- 06/2013 - 07/2015 Lebanon
- www.leroyal.com

- Luxurious 5 stars Hotel, part of the Leading Hotels of the World Group.
- Achieved organizational goals through successful marketing strategies and campaigns.
  - Maximized exposure using all forms of media.
  - Efficiently managed the marketing budget.
  - Acknowledgement of my work from the Vice President of the Hotel's group.

## ACHIEVEMENTS

### Corporate Social Responsibility (CSR) Initiatives

Initiated and led CSR activities in collaboration with several NGOs, among them Children's Cancer Center of Lebanon.

### Spokesperson

- Contributed in an article written by The Sunday Times (UK) to promote the MBA programme at the University of Glasgow.
- Discussed the hotel's events and promotions during live interviews on a leading national TV channel (MTV Lebanon).

### Sales Growth

Created and Tailored packages and events that boosted sales during the low seasons at the hotel.  
Ex: Mother's day package increased sales by 600% from the previous year.

## LANGUAGES

English

Full Proficiency

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French

Full Proficiency

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Arabic

Native

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## ACTIVITIES / LEADERSHIP

- ★ Member of the Toastmasters International (2015 - Present).
- ★ Attended and participated in corporate Neuro-Linguistic Programming (NLP) seminars held in Glasgow (2017).