

LAMA LAWAND

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EDUCATION

Master of Business Administration
Arab Open University - 2015 - Beirut, Lebanon

Associated with The Open University of UK

Thesis in Marketing and Branding

The Power of Branding: the impact of visual branding on consumer perception and on marketing

BA in English Language and Literature
Arab Open University - 2009 - Beirut, Lebanon

Associated with The Open University of UK

Highlighted Courses

Applied Linguistics, Psycholinguistics and Sociolinguistics

WORK EXPERIENCE

Marketing Executive
Allied Engineering Group

03/2016 – Present

Beirut, Lebanon

A leading SWIFT Connectivity and IT solution provider for the banking sector in the Middle East and Africa.

Tasks

Content Management and Communication.
Website and Social Media management (Design and Content).
Quarterly Newsletter management (Design and Content).
Company profile, brochures, booklets, presentations (Design and Content).
Copy writing, editing and proofreading of Marketing and Technical documents.
Planning, developing and implementing communication campaigns.
Planning and handling corporate events.
Branding in-house products and developing product strategies, creating logos, and relevant collateral material.

Founder and Creative Director
ABDA: Art | Branding | Design | Advertising

01/2015 – 01/2020

Beirut, Lebanon

A design firm specialized in Strategic Branding and Corporate Identity.

Tasks

Driving sales and leads for new projects
Meeting with clients and briefing projects
Planning, initiating and managing projects
Coordinating various disciplines like printing, photography and production
Strategic branding, creating brand identity, creating logos, web design, stationery, branding for social media, advertisements, and packaging design
Managing website and social media communication

TRAINING & TEACHING

Corporate Trainer (2016 – Present)

Delivering training courses in: - Communication Skills (written and verbal) - Work Effectiveness and Efficiency - Public Speaking

Personal Coach (2014 – Present)

One-on-one life coaching dealing with depression, phobia, and motivation

English Teacher (2005 – 2011)

- English as Second Language for Middle School and High School classes
- Private tutoring for Hearing-Impaired students

Guitar Tutor (2004 – Present)

SKILLS

Analytical Skills	● ● ● ● ●
Digital Marketing	● ● ● ●
Project Management	● ● ● ●
Communication	● ● ● ● ●
Coaching Skill	● ● ● ● ●
Leadership	● ● ● ●
Motivation and Discipline	● ● ● ●
Efficiency under pressure	● ● ● ● ●

SOFTWARE SKILLS

Adobe Illustrator	● ● ● ● ●
Adobe Photoshop	● ● ● ●
Adobe Lightroom	● ● ● ●
Adobe Dreamweaver	● ● ● ●
MS Office	● ● ● ●
Digital Marketing & SEO	● ● ● ●

Business Development Manager Lawand Architects

01/2015 – 02/2016

Beirut, Lebanon

An award winning interior architectural firm.

Tasks

Applying SWOT analysis to determine the company's internal and external strategies
Creating leads and business opportunities through targeting different niche audiences
Managing projects and followup with suppliers and clients
Coordinating works of different disciplines
Managing website and social media communication

Information Officer Acted/Reach NGO

04/2014 – 03/2015

Beirut, Lebanon

A French NGO that supports the unprivileged and the refugees

Tasks

Field data collection related to Syrian refugee families
Analyzing data to assess the needs of families and to suggest further projects
Negotiating with area chiefs to gain access permits to collect data
Focus group mediation to help traumatized and suffering women refugees
Assess quality of living related to fresh water and sanitary accessibility

Insurance Consultant Allianz

08/2013 – 04/2014

Beirut, Lebanon

A multinational insurance company

Tasks

Create leads through referrals and cold calling
Advise for suitable insurance plans, negotiate contracts and close deals with clients

ADDITIONAL QUALIFICATIONS

Fundamentals of Digital Marketing (2020)

Google Digital Garage

Diploma in Digital Marketing (2016)

Shaw Academy online courses

Training of Trainers (2016)

Certified trainer by Ibda (Egypt) and Prospects (Lebanon)

Basic Practitioner of NLP for Communication & Business (2015)

Certified by The National Federation of Neurolinguistic Programming in Florida, USA

Training Sessions with Life Coach Mr. Zaher Malaeb

NLP training: Introduction to NLP (2013)
NLP training: Using NLP in Sales and Marketing (2013)
NLP training: Using NLP in self motivation (2013)
Public Speech training: Using tone of voice, body language and word choice (2013)
Training in Meeting Agenda and Handling Rejection (2014)

LANGUAGES

English

Native or Bilingual Proficiency

Arabic

Native or Bilingual Proficiency

French

Elementary Proficiency (currently learning)

German

Basic Knowledge (currently learning)

Spanish

Basic Knowledge (currently learning)

INTERESTS

Studying Human Behavior
Art & Photography
Creative Writing and Poetry
Research & Analysis
Coaching & Training
Playing Guitar, Piano & Ud
Sign Language and Deaf Studies

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