

LIFE MISSION

Daring people to poke the box and unearth their raison d'être is in turn my own. To fulfill my mission, I took it upon myself to learn and teach all the tools that enable us to maximize our potential and cash in on our passion. Just like Midas' touch, the success attained by tapping into our unique capabilities spreads onto everything we touch! That is in fact the focus of my current doctoral studies. My current consultancy work emphasizes on elements of personal branding for career distinction, which is delivered through coaching workshops, and keynote speeches.

SNEAK PREVIEW

- 10+ years of marketing experience
- 4+ years of Digital Marketing experience
- 4+ years of Public Speaking experience
- 3+ years of Coaching experience
- 3+ years of Management Consulting experience
- Certified Personal Branding Strategist
- Certified 360 Personal Assessment
- NLP Licensed Practitioner

WORK

01 02 03 04 05 06 07 08 09 10 11 12

Branding & Social Media Strategist @eBranding360

Head of Marketing - MEA Region @SUBWAY

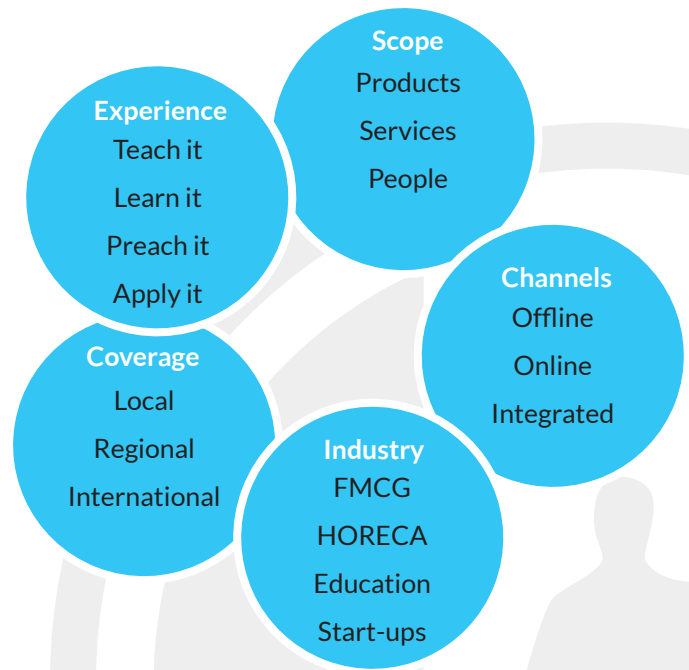
Business Unit Manager - Food Division @BOCTI

Brand Manager @Ets. Antoine Massaoud

Assistant Commercial Manager @KOTRA

Customer Account Exec @ARAMEX

MARKETING & ME



EDUCATION

Current

Doctorate student @ Grenoble Ecole de Management

Degrees

Post Graduate Diploma in Management Consulting (2009) - GGSB France

Masters in International Business (2005) - GGSB France

Bachelor of Business Administration (2001) - AUB Lebanon

“Je parle Français
بحسب عربي
I speak English”