



# DINA MAALOULY

## Marketing Executive

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### Identity

Lebanese  
Born in 1992

### Languages

Arabic  
Speaking, Reading and Writing

English  
Speaking, Reading and Writing

French  
Speaking, Reading and Writing

### Certifications

The Fundamentals of Digital Marketing -  
Google Digital Workshop

Google AdWords Essential Training -  
LinkedIn

Learning HubSpot CRM -  
LinkedIn

### Expertise in Marketing

- Digital Marketing
- 360° Marketing Strategy
- Social Media
- Event Planning
- Research & Analysis
- Product Launch

### Hobbies

- Drawing
- Climbing
- Reading
- Traveling

### Summary

Highly efficient results driven marketer, with a proven ability to translate complex concepts and business needs into simple, creative and impactful scale marketing programs. High degree of accuracy, strong timeline management, follow-through and attention to detail. Proven track record of developing and executing editorial and content marketing with measurable results. Exceptional project management skills with an ability to work with multiple groups and on tight deadlines.

### Core Competencies

- Project Management
- Communication
- Team Leadership
- Influencer
- Problem Solving
- Research & Analysis
- Attention to details
- Team Player
- Creative

### Professional Experiences

#### Jun.17 – Mar.19 Marketing Executive (Offline & Online)

Johnny Saadé Holdings S.A.L - Lebanon

- Managed all marketing strategies ranging from planning, ATL & BTL campaigns, events, PR, product development and research
- Monitored competitors' activities and evaluated market campaigns
- Analysed data and ROI of each product launch or activation
- Planned and executed all digital marketing plans, including email marketing, social media and display advertising campaigns (Google Adwords and paid campaign Facebook and Instagram)
- Created, tracked and analysed the group website and App traffic plan and provided regular internal reports through Google Analytics
- Defined yearly strategies and managed marketing budget
- Promoted the group 3 brands through sponsorships and collaborations with influencers

#### Sep.16 – Mar.17 Assistant Product Managers for France & Benelux

Bosch - France

- Handled the marketing activities of 6 products: wipers, spark plugs, bulbs, brakes, filters and batteries
- Worked autonomously on a project by creating a marketing concept for Bosch spare parts for the 2 wheels market
- Conducted market research and benchmark on the entire marketing mix for the 6 products
- Developed sales support tools (product leaflets, POS materials, customer brochures, newsletters etc)

#### May.14 – Jul.15 Sales Executive

Autoexpert S.A.L – Lebanon

- Handled all commercial activities
- Carried out local market research, assessing customer needs, enhancing brand positioning
- Regularly reached monthly sales targets
- Established contacts and developed relationships with prospects
- Maintained relationships with clients by providing support, information, and guidance
- Dealt with bank requirements to provide payment facilities to clients
- Worked closely with the after-sales operations

### Education

2017 INSEEC - Paris  
Masters in Marketing, Communication & Business Strategy

2016 Sup de Pub - INSEEC Group - Paris  
Masters in Product Marketing

2010 - 2013 Saint Joseph University - Lebanon  
BA in Marketing & Advertising