

Address: Beirut, Lebanon  
Mobile: +961 71355400  
Email: hassan.hhf@gmail.com

# HASSAN FAOUR

## OBJECTIVE

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To enter the domain of successful and progressive organization, more precisely in a marketing sector blended with mechanical engineering; where my creative initiative, ideas and a genuine enthusiasm would allow me to progress.

## EDUCATION

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2007-2010                      **American University of Beirut (A.U.B)**                      **Beirut, Lebanon**  
*Bachelor of Business Administration*  
“Advertising and Marketing Communication”

## WORK EXPERIENCE

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February 2011/Current                      **A.U.B**                      **Beirut, Lebanon**  
*Research Assistant*

- A research assistant in the Mechanical Engineering Dept. at AUB, contributed with colleagues in developing a section of the TEMPUS project.

March 2010/January 2013                      **Al Baladi**                      **Beirut, Lebanon**  
*Marketing Manager*

- Held the marketing and e-marketing position in the company, which trades Lebanese countryside and handicraft products.
- Studied the target market, and been responsible of customer services and following-up with their comments and ideas.
- Designed and published the company’s catalogue, brochures, flyers, and products’ stickers...
- Managed the new e-commerce website for the company, updated it with the latest communication and e-marketing technologies and techniques.
- Prepared and executed marketing campaigns for local and international fairs.

June/August2009                      **Ceyo, Alban**                      **Beirut,**  
**Lebanon**

*Trainee*

- Learned about warehousing and importing logistics, where all the company’s items were shipped. Gained well experience about accounting transactions, and managing and controlling stocks between branches.

## PROJECTS

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Below are **some** of my projects at university accomplished in team work:

- A project about launching a marketing campaign for “Deek Duke” Restaurant, which had an eclectic style and ambience. We tried to polish and improve its identity and implement new-tech tools to enhance target market reach. *(The project presentation was evaluated by JWT personnel)*

- Suggesting a local PR campaign for “Red Bull” company, after surveying students about their preferences for energy drinks and studying “RB’s” late local and international PR campaigns. (*I was the team leader; it was the best project for that course*)
- Comparative shopping assignment, where we interviewed branch managers of the main three sportswear competitors (Adidas, Puma, and Nike). We knew about the early beginnings of each and ranked them based on several characteristics. (*We got the highest grade on this assignment; it was a major course*)
- Adidas case study for strategic management course. It was an advanced group project. It was analyzed from marketing and finance perspectives; in addition to, external factors analysis and strategic mapping.
- Develop a new business concept, called “Fashion Lounge”. The idea was to create attractive atmosphere for Lebanese girls and women, where they can customize their clothes, bags, or shoes by adding low-cost artistic touches; in addition to the unique social experience they gain inside the lounge.
- Assisted my AUB Prof. Mrs. Laila Khauli Hanna, on a gender marketing behavior theory. Registering into the international ethics exam, to be qualified conducting surveys.

## **COMPUTER LITERACY**

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MS Office (Excel, Word, Power Point), Visual Basic, Movie Maker, Photoshop (very good skills). Dreamweaver & Adobe Illustrator (beginner).  
Fast keyboard typing (English, Arabic, and French)

## **LANGUAGES**

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Arabic as native language. Fluent in spoken and written English, and well knowledge of spoken and written French

## **ACTIVITIES**

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- Member of WAAAUB (AUB Alumni community)
- Member of the Business Society club & Skiing Society Club at AUB

## **HOBBIES**

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Kyokushin Kai, Soccer, Hiking, Swimming, Traveling, Ski, Music, Chess

## **REFERENCES**

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Available Upon Request