



Farah Makhzoum

MARKETING & EVENT MANAGER

I am an energetic, enthusiastic, ambitious, self-motivated and hard-working person with more than 10 years of experience in Marketing and Event Management where I learned the ability to work in a team, manage and motivate other staff members in order to achieve the company's objectives.

Seeking a role, where I will be able to apply my skills, work experience by making a difference through quality, with strict adherence in achieving the organizational goals.

EDUCATION

- 2014 -Saint Josef University- Masters in Human Resources.
- 2011 - Lebanese University- Banking and Finance- Masters 1
- 2009 -Lebanese University- Economics- Bachelor Degree
- 2006 - College Elite- Lebanese BACC II- Sociology and Economics

OTHER KNOWLEDGE

- Solid team leadership abilities
- Sound ability to interpret, apply and explain applicable rules and regulations.
- Great ability to maintain confidentiality of work records.
- Excellent ability to learn departmental operating procedures.
- Excellent ability to enter and maintain accurate data and statistical information.
- Strong problem-solving ability, including metrics-driven thinking

EXPERIENCE

Marketing Manager:

At International Musculoskeletal Society (IMS) ,
June 2021 – Present:

- Developed and implemented comprehensive marketing plans to increase brand awareness and drive customer acquisition.
- Led a team providing guidance and support to achieve departmental goals.
- Utilized automated marketing systems, such as CRM and marketing automation software (ATASK, Asana, Zapier), to streamline processes and improve efficiency and reduce complexity.
- Conducted market research and competitor analysis to identify trends, opportunities, and areas for improvement.
- Created and executed targeted marketing campaigns across various channels, including digital, social media, and traditional advertising.
- Monitored and analyzed campaign performance metrics.
- Trained and mentored team members on marketing strategies, campaign execution, and the effective use of automated systems.
- Collaborated with the Scientific committee to finalize the scientific program.
- Organized Training's, Hands-on, Cadaveric Workshop
- Organized E-learning Workshops (Webinar, Case discussion, Journal discussion)

TECHNICAL PROFICIENCIES

- MS office (Word, Excel, PowerPoint)
- MS office professional (Visio, Project)

INTERNSHIP

- 2013- Researcher-Executive assistant-, Fransabank S.A.L- Head Office.
- 2008- Customer service junior officer- National Bank of Kuwait- Beirut.

REFERENCES:

AVAILABLE UPON REQUEST

LANGUAGES

- Advanced English , Arabic, French
- Well Spoken: Turkish

CONTACT



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00961-71-207874



Lebanon, Beirut.

Event Manager

At Worldwide Travel & Tourism, Jan 2022- Jan 2023:

Managed events and Group bookings for several organizations such as: Boston Scientific MENA, Medtronic, Convatec , UNDP, HUB, UNDP New York, UNDP Iraq, UNDP Libya, UNDP Lebanon ,UNWOMEN Egypt, UNWOMEN Geneva ,UNODC UNOCT.

Marketing-Administrative Manager

At Pan Arab Interventional Radiology Society (PAIRS), May 2016 - December 2019

Logistic & Operation Assistant

At Gryphon Airline and FK-Logistic |2007 – 2014