

# FAYAD GHORAYEB

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## PROFESSIONAL SUMMARY

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Results-driven Business Marketing graduate with experience in B2B marketing, brand management, content creation, and campaign activation. Skilled in HubSpot, Google Analytics, and data-driven decision-making. Trilingual (Arabic, English, French) with a strong client-facing background.

## EDUCATION

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### Bachelor of Business Administration – Marketing

Notre Dame University (NDU), Lebanon | Graduated: 2024

## PROFESSIONAL EXPERIENCE

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### Marketing Intern | HMG | 2026

- Boosted data accessibility for 5 departments by digitizing and restructuring 13 years' worth of company records, cutting retrieval time by 50%.
- Grew social media engagement by 25% across 3 platforms by developing targeted content aligned with brand strategy.
- Accelerated campaign delivery by 50% by coordinating cross-functional tasks across marketing, print, and operations teams.
- Reduced print production turnaround by 25% by streamlining branding deliverables including catalogs, price lists, and promotional materials.

### Marketing Intern | Germanos Healthcare | 2024

- Generated qualified B2B leads per month by executing targeted client acquisition campaigns through HubSpot CRM.
- Improved lead conversion tracking accuracy by 15% by maintaining and segmenting client databases across the full sales funnel.
- Informed a 15% uplift in campaign ROI by conducting Google Analytics performance audits and presenting data-driven recommendations to the marketing team.

### Bar Manager & Bartender | Brazzaville | 2021–2026

- Increased bar revenue during peak seasons by designing and showcasing signature cocktail menus that drove repeat customer engagement.
- Reduced stockout incidents by 30% by overhauling inventory control and supplier coordination processes across product categories.
- Built and led a 3-person bar team, cutting onboarding time by 30% through structured training programs and service standards.
- Maintained customer satisfaction ratings during large-scale events by optimizing workflow and service delivery under high-volume conditions.

### Waiter / Bartender | Newbury | 2020

- Sustained service efficiency during peak shifts by collaborating with a 7-person team, contributing to a 50% reduction in average table wait time.

### Waiter | Oceana Beach Resort | 2017–2019

- Built a strong foundation in high-volume hospitality by serving 100+ guests daily across resort dining and event settings, maintaining consistently high service standards.

## TECHNICAL SKILLS & LANGUAGES

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**Software & Tools:** Microsoft Word, Excel, PowerPoint | Google Analytics | HubSpot (CRM) | SPSS

**Languages:** Arabic (Native) | English (Fluent) | French (Fluent)