



## Curriculum Vitae

### Saïda El-Am

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#### UNIVERSITY STUDIES AND TRAINING COURSES

- ❏ **PhD in Business Management Science – Marketing Management**, Ecole Doctorale – Lebanese University. Thesis: *“Le leadership féminin dans les entreprises Arabes du Moyen-Orient et la Turquie et son impact sur l’orientation relationnelle en marketing”* (The female business leadership in the Arab firms of the Middle East and in Turkey and its impact on the relationship marketing orientation) (2020).
- ❏ **Advanced Studies - Master II, Research**, Master thesis *“Le leadership transformationnel sous l’angle du marketing relationnel, étude spécifique des prestataires des services bureautiques au Liban”* (Transformational Leadership in terms of relationship marketing, specific study of office and business solutions providers in Lebanon), Ecole Doctorale – Lebanese University (2013).
- ❏ **Master’s degree - Marketing**, University Saint Joseph, Master thesis “Marketing for Media in Lebanon”. (1991).
- ❏ **B.A. - Business Administration**, Saint Joseph University (1989).
- ❏ **Diploma for Teaching English as a Foreign Language**, University of the Holy Spirit, Kaslik (1987).
- ❏ **Training course** for Technical Education, IPNET (2000).
- ❏ **Certificate of Training on Capacity Building for School Advisory Boards**, ITC-ILO (2022).
- ❏ **Certificate of Training of Trainers for School Advisory Boards**, ITC-ILO (2023)

#### PROFESSIONAL EXPERIENCE

#### EDUCATION

- ❏ Head of Theoretical Studies (since 2022), General Administrative Supervisor (2018-2022) and Instructor (since 2013) at Rene Moawad Technical Institute, Mejdlaya- Zgharta.
- ❏ Part-time professor at Antonine University (2021 - present)

- ❑ Part-time professor at AUST- Master's Theses Supervisor (2022-2023)
- ❑ Part-time professor at AUL – Master's Theses Supervisor (2023-2024)
- ❑ Part-time professor at Manar University (City University)- Tripoli (2016-2017).
- ❑ Part-time professor at AUCE (2011- 2013).
- ❑ Instructor at the Official Technical Institute for Higher Education, Zgharta, (2000- 2017).
- ❑ Instructor at The Official Technical Institute of Tripoli (2003 -2006).
- ❑ Instructor at Saint Antoine Institute (2009- 2017).
- ❑ Instructor at Saint Jean Institute (2006 -2011).
- ❑ Instructor at Freddy Atallah Institute (2008- 2011).

## **CONSULTANCY, TRAINING & COACHING**

- ❑ Trainer for TVET Teachers with GIZ (2023- present).
- ❑ Entrepreneurship Trainer, Teaching Women Entrepreneurship Program, USPEaK (2021-2022).
- ❑ Trainer for Teaching Vocational Courses with UNRWA (2019-2020)
- ❑ Consultant and group trainer for Team Building, Communication & Image, Marketing Strategies and application, Internal Marketing, Organizational Culture at Saydet Zgharta University Medical Center (2013- 2018).
- ❑ Marketing consultant for Right Track Solutions (IT & Business solutions), since 2015.
- ❑ Team Building Trainer & Communication Coach for work groups (since 2014).
- ❑ Team Building Trainer & Communication Coach at As-Salam Football Club and academy, (2013- 2018).
- ❑ Trainer for Life Skills (Since 2016), working with NGOs on youth development and literacy programs.

## **COPYWRITING, PROOFREADING & CONTENT CREATION**

- ❑ Specialized translator, proofreader, inbound marketing content creator and copywriter (Freelancer) for multinational firms (SERVCORP- DUBAI/MIDDLE EAST, SAIC-DUBAI/QATAR, SABA Consultants- KSA), since 2011.
- ❑ Copywriter at Ehden Country Club (2009-2013).

## **OTHER**

- ❑ Head Cashier (1993-1995), Chief Accountant (1996-2000), then Assistant Manager (since 2001, during Summer Seasons) at Ehden Country Club.

❏ Accountant, Boutros Al Am S.A.R.L. (1990-1993).

## PERSONAL INFORMATION

❏ Born in Zgharta, Lebanon, on November 19, 1968.

❏ Mother of Tony (Born in 1995) and Joseph (Born in 1999).

❏ **Main interests and leisure:**

- Music (Classical, Rock, Jazz)
- Reading (different categories of literature, member of a book club)
- Social activities:
  - Member of Rotary Club Zgharta-Zawieh (President 2019-2020, Youth Service Country Chair 2022-2023, Board Member of Inter-Clubs Committee India-Lebanon since 2022)
  - Board member of Beit Zghartawi – social and cultural club
  - Member of Between the Covers Book Club
  - Board member of Salam Zgharta football club and academy
- Yoga
- Scrabble, word and numbers' challenges

❏ **Languages:** Arabic, French and English, fluently read, written and spoken.

❏ **Computer skills:** Microsoft Office (Word, Excel, PowerPoint) – Specific software (Accounting, SPSS)

❏ **Personality:** Optimistic, enthusiastic, and very motivated, especially when facing new professional challenges.

## References

❏ René Mouawad Technical Institute – Mr. Tony Al- Am, Director (03-251550)

❏ Université Antonine – Dr. Anthony Nehmeh, Faculty of Business & Management (03-982117)

❏ Saydet Zgharta University Medical Center – Dr. Antonio Khawaja, H.R. Manager (71-193313)