

Rachid Sleiman

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ACHIEVEMENTS

- **Hospitality & Tourism Training:** Provided expert training for hospitality and tourism professionals under Saudi Arabia's Tourism Trailblazers Project, covering business writing, brand management, sales, market analysis, social media marketing, and negotiation strategies to enhance industry success (2023 – 2024).
- **Market Entry and Brand Strategies:** Executed branding, marketing, and go-to-market strategies across industries, including nutrition, dentistry, wellness, hospitality, and agriculture. Led personal brand development, full marketing plans, and a large-scale training program for companies in Lebanon, Saudi Arabia & Oman. (2023 – 2025).
- **Real Estate Marketing Strategy:** Developed and implemented a 12-month strategic marketing plan for Bahja Real Estate in Oman, integrating offline and online strategies, conducting monthly business analysis and performance tracking, and delivering staff training to optimize sales, customer engagement, and brand positioning (2022).

CORE COMPETENCIES

Training & Development, Marketing Strategy, Brand Development, Go-to-Market Strategies, Business Development, Social Media Marketing, Market Research, Sales Strategy, Digital Marketing, Client Relationship Management, Performance Improvement, Leadership Development, Cross-Functional Collaboration, Consulting & Advisory, Public Speaking, Team Leadership.

PROFESSIONAL EXPERIENCE

Business Development Consultant (Project-Based) | Saber Middle East **January 2021 – Present**

- Analyze business operations to identify emerging market opportunities, refine business strategies, and improve profitability through innovative and data-driven marketing initiatives and solutions.
- Develop, execute, and manage comprehensive marketing strategies, including brand positioning, product development, and market expansion, ensuring alignment with overall business goals and set budgets.
- Monitor and track business strategy performance regularly, providing updates to ensure continuous alignment with company objectives, KPIs, and planned targets.

Accredited Trainer & Training Development Consultant | IABC **January 2018 – Present**

- Design and implement tailored learning strategies, ensuring they align with organizational objectives, fostering employee growth and development through targeted and impactful training programs.
- Evaluate the effectiveness of employee development plans and provide personalized guidance to maximize learning outcomes while promoting continuous professional growth across various departments.
- Organize, manage, and oversee coaching, job-shadowing, and online training activities to enhance employee collaboration, knowledge sharing, and improve overall performance across teams.

Freelance Marketing Specialist & Social Media Strategist | Self-employed **January 2018 – Present**

- Conduct thorough market research to identify customer trends, competitor activities, and emerging opportunities, enabling the development of effective and targeted marketing strategies and campaigns.
- Collaborate closely with creative teams to conceptualize, design, and develop brand positioning, marketing materials, and visuals that effectively communicate the brand's message and core values to the target audience.
- Manage social media strategy implementation to enhance brand visibility, engagement, and foster a consistent online presence across multiple social media platforms.

Training Center Coordinator (Full-Time) | CIS Group **April 2019 – December 2020**

- Coordinated all training activities across departments to ensure programs aligned with institutional goals and promoted staff and student development through effective and meaningful learning experiences.
- Developed, implemented, and evaluated comprehensive academic programs, recruited qualified trainers, and facilitated knowledge sharing to enhance institutional performance and ensure curriculum quality standards.
- Prepared and submitted monthly performance reports highlighting key achievements, areas of improvement, and progress across training and operational activities within the organization.

Supervisor & Training Officer (Full-Time) | CIS College**August 2018 – April 2019**

- Monitored student progress, tracked attendance, and ensured that training objectives and key performance indicators were met through effective evaluation of instructors and program delivery.
- Provided guidance to trainers and assessed teaching methods to ensure alignment with industry standards, motivating instructors to deliver high-quality, engaging training experiences.

Section Manager (Full-Time) | Premium Chain Stores (Eldorado)**March 2017 – December 2017**

- Led, managed, and motivated team members to achieve sales targets, ensuring optimal productivity and creating an environment that fostered growth, success, and customer satisfaction.
- Organized promotional events, displays, and product placements to increase store traffic, drive sales, and enhance customer experiences, ensuring alignment with company branding and marketing initiatives.

Sales Representative (Full-Time) | Yaldes Door**October 2015 – March 2017**

- Planned, implemented, and executed direct marketing strategies aimed at increasing sales, revenue, and customer engagement, leveraging effective communication and market analysis to achieve targets.
- Built, maintained, and nurtured strong client relationships through consistent follow-ups, identifying new business opportunities, and delivering tailored solutions to meet customer needs and expectations.

TRAINING EXPERIENCE

With over **seven years of experience in training** and marketing consulting, more than **3,400** professionals have been trained worldwide through **200 programs**. A total of **187 public** courses and **47 tailored corporate programs** have been delivered. Collaborating with **40+ organizations**, including **UNICEF, UNDP, Mercy Corps, and INJAZ Lebanon**, training programs have empowered entrepreneurs, business leaders, and professionals with essential skills in marketing, business development, and leadership.

- Conducted high-impact problem-solving, decision-making, and leadership training sessions for entrepreneurs in the agrifood sector under **UNICEF's Generation Unlimited (GenU)** program.
- Led comprehensive business development, entrepreneurship, and leadership programs for youth across Lebanon through **UNICEF's GIL Program**.
- Delivered brand **management and digital marketing** workshops at the International Conference for Business Leaders, sponsored by the Lebanese Ministry of Economy, engaging influential professionals.
- Trained freelancers in social media marketing, content creation, and digital freelancing for **Mercy Corps and the Netherlands Ministry of Foreign Affairs**, enhancing their online presence and earning potential.
- Provided marketing and sales strategy training for SMEs and vulnerable youth through **USAID, UNDP, and GIZ-funded** programs, fostering economic growth and innovation.
- Developed and delivered hospitality marketing, soft skills, and leadership training as part of **Saudi Arabia's Vision 2030** initiative, enhancing industry standards and professional growth.
- Conducted telemarketing and digital marketing training for individuals with disabilities in collaboration with **Arcenciel and GIZ**, supporting inclusion and skill development.
- Led search engine marketing and **business development workshops** for Fair Trade Lebanon and UKAID initiatives, strengthening market access and visibility.
- Conducted specialized sales and marketing training for industries including dairy, cosmetics, and food, in partnership with the **European Union and Mercy Corps**, driving business growth.
- Presented at the Lebanese Trainers Conference, focusing on enhancing training quality, ethical standards, and industry best practices in education.

EDUCATION

Bachelor of Business Administration in Business Marketing | Lebanese International University (LIU)**July 2015**

LANGUAGES

Arabic (native), English (fluent), Portuguese (fluent).