



# AYA DAKDOUK

Lead generation Manager/  
Education Entrepreneur

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Tbilisi- Georgia

## About Me

Experienced Lead generation Manager with a strong background in driving business growth through effective strategies & campaign management. As the founder of an online school, I blend leadership & a passion for education to deliver tailored learning solutions. With additional experience in corporate sales & photography, I offer a diverse skill set & a creative approach to solving challenges.

## Skills

- Market Research
- CRM Proficiency  
Norbert, Apollo.
- Network & Relationship Building
- Entrepreneurial Leadership
- Negotiation & Closing
- Communication Skills
- Effective Time Management
- LinkedIn Helper
- Email Campaigns

## languages

English

French

Arabic

## Experience

**Business Development Manager** 2024-Present  
Bizable- Remote

- Used LinkedIn Helper to find and connect with prospects.
- Automated connection requests and follow-ups for better engagement.
- Created email campaigns to nurture and build client relationships.
- Engaged with prospects through content and interactions.
- Analyzed outreach results to optimize strategies.

**Lead Generation Manager** 2024-Present  
Luxury Lifestyle Awards- Remote

- Identify Target Markets & ideal Customer profile
- Track, analyze & report on lead generation performance
- Collaborate with sales to align strategies
- Maintain CRM systems
- Continuously improve lead-to-customer conversation rates

**Independent Online Tutor** 2020-Present  
Tutor& More (Founder)

- Delivered 1-on-1 & group Arabic lessons to 15+ students
- Increased student test scores by 30% on average
- Develop online resources for flexible learning
- Market & sold tailored educational services
- See work at [www.tutorandmore.com](http://www.tutorandmore.com)

**Photographer/ Post Production** 2014 - 2019  
Aia Photography

- Skilled freelance photographer expert in Post-prod & editing
- Proven Client & project manager
- See work at [behance.net/aiadakdouk](http://behance.net/aiadakdouk)

**Multimedia Teacher** 2018 - 2019  
America University of Beirut

- Taught photos & editing skills
- Dynamic Team Collaboration
- Critical thinking & solving- problem
- Develop and engagingPhotoshop curriculum
- Integrated design theory in lessons

**Creative Director** 2015 - 2016  
**ADrising- Beirut**

- Lead 13+ successful campaigns
- Grew social engagement by 200%
- Oversaw creative process from concept to execution
- Led team of 7+ designers to boost brand identity

**Photo retouch** 2015-2017  
**Washed & Found- Beirut**

- Market- leading quality
- Elevate brand image
- High-end retouch finesse

**Corporate Sales** 2014 - 2019  
**PacMac- Beirut**

- Exceeded sales targets
- Strategic sales planner
- Led B2B sales, exceeding targets by 20%
- Expert in relationship- building

**Trainer** 2013 - 2014  
**Radical Fitness- Beirut**

- Proven Boost in client success!

## Education

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**Bachelor of Science** 2012 - 2016  
**Empire State College of New York**

- B.Sc. in Communication Arts with a focus on multimedia platforms, content creation and strategic communications

## Courses

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**Freight Broker Training** 2024  
**Course Cloud**

**Research Assistant** 2024  
**60 Decibel Training**

**Growth Mindset for Teachers & Learners** 2023  
**CPD Certification Service**