

SHANTAL ARABSAISSIAN

Events & Marketing Manager

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PERSONAL PROFILE

A Quick learner, organized and deadline-oriented professional with six years of progressive experience across a broad range of marketing functions. Proven ability to combine vision and creativity with well developed project management skills and product launches

EMPLOYMENT HISTORY

Events & Marketing Manager

Librex Group SAL | 2013 - Present

Working closely with upper management to deliver events on time, within budget, that meet and exceed expectations.

Managing the Marketing Department by creating contests and business incentives to distributors worldwide.

Responsible for the Online presence of the company and its subsidiaries. (Website & Social Media Accounts)

Assistant Operations Manager

Aghsarkissian SAL | 2013

Responsible for all marketing activities (seasonal catalogues, loyalty programs, magazine insertions)

Dealing with all suppliers' indoor and outdoor branding, billboard campaigns and showcases.

Representing the company in all TV and Radio Ads. (TV ad for Veneta Cucine kitchen on MTV Lebanon)

Merchandiser & Marketing Executive

ACES SAL | 2011-2013

Market Monitoring & Analysis: Evaluating every aspect of bestsellers (for example, the bestselling price points, colors or styles) and ensuring to deliver the right feedback to superiors.

Main Areas of work: Advertisements, Promotions, PR Activities, New Product Introduction, Catalogues, Dealers Support, Salesman Seminar & Incentives.

ACADEMIC PROFILE

Haigazian University

BA in Business Administration, Class of 2012

Armenian Evangelical College

Lebanese Baccalauréat

(Life Science Section)*with honors, Class of 2008

LICENSES & CERTIFICATIONS

Professional Diploma in Digital Marketing
Digital Marketing Institute - 2016

ISO 9001:2008 QMS Essentials

ISO 9004 Continual Improvement Workshop

ISO Process Mapping Training Course

SKILLS

- Event planning
- Project management
- Strong communication and interpersonal skills
- Fast learner
- Team player
- Hard working
- Motivated and dedicated

LANGUAGES & ABILITIES

English and Arabic (fluent, very well spoken and written)
Armenian (mother tongue)
Turkish (well spoken)
French (fair)

Computer Skills: Microsoft Offices (Outlook, Excel, Access, Power point)
Oracle
SAP