

DANIA JRADI

Beirut, Lebanon

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PROFESSIONAL SUMMARY

High-performing analytical thinking professional with eight years of experience in the banking sector. Highly skilled at relationship-building with clients and across organizations and teams. Experienced at training employees. Easily adaptable to change. Reinvented myself as a communication and marketing specialist.

EDUCATION

IE SCHOOL OF HUMAN SCIENCE & TECHNOLOGY

Masters in Corporate & Marketing Communication (with Excellence)

MADRID, SPAIN

OCT. 2017 – JULY 2018

LEBANESE AMERICAN UNIVERSITY

Masters of Business Administration (GPA 3.66)

BEIRUT, LEBANON

SEPT. 2008 – JULY 2010

SAINT JOSEPH UNIVERSITY

Bachelors of Business Administration

BEIRUT, LEBANON

SEPT. 2004 – JULY 2007

PROFESSIONAL EXPERIENCE

COCA-COLA EUROPEAN PARTNERS

Communication Consultant

MADRID, SPAIN

APR. 2018–JUL 2018

- 3-months consulting project in a multinational team of 6 people with the objective to reinforce the company's employer branding strategy, enhance its corporate reputation and attract millennials (achieved with Honors).

SOCIETE GENERALE DE BANQUE AU LIBAN

Credit Relationship Manager

BEIRUT, LEBANON

JAN. 2015 – JULY 2016

- Managed a portfolio of 60 prime SMEs in different industries and sectors in Lebanon; with total facilities of USD 20 Million.
- Assessed required funding and determined appropriate limit structuring.
- Exercised a periodic review of performing SMEs credit files and Initiated credit relationships with new potential clients.
- Drafted recommendations for loans to credit committees,
- Achieved to exceed the 2015 total facilities target by 2M\$ through initiating credit relationships with new customers.

Senior Credit Analyst

MAY. 2013 – DEC. 2014

- Analyzed credit and financial reports for SMEs and Corporates through preparing feasibility studies and cash flow analyses.
- Communicated and negotiated with top managers and CEOs credit assessments and recommendations.

BANQUE DU LIBAN ET D'OUTRE- MER

Credit Analyst

BEIRUT, LEBANON

SEPT. 2011 – APR. 2013

- Analyzed and rated credit and financial reports for SMEs through preparing credit studies and using Moody's rating system.
- Empowered credit officers through trainings on credit and risk assessment to help them improve credit notions.

Administrative Officer

AUG. 2008 – SEP. 2011

- Communicated currency rates from market to all bank branches.
- Empowered branch managers through trainings in forex dealing.

LANGUAGES

Arabic (Native); **French** (Bilingual); **English** (Fluent); **Spanish** (Intermediate)

OTHER INTERESTING INFORMATION

Entrepreneurship Experience:

OCT. 2016 – SEP. 2017

Founder of **REMEMBER** social movement– Engaged on coordination and communication projects with various associations and NGOs for fundraising. Managed effective partnerships with both existing and new NGOs.

Volunteering Work:

JULY. 2016 – SEP. 2017

The Children Cancer Center of Lebanon, Saint Jude; Joint founder of Lion's Social Club, "Beirut Cares".

- **Awards:** Best Visuals in the Final Project for the Master in Corporate and Marketing Communication 2017-2018
- **Achievements:** Employee of the Year for the Credit Department (BLOM bank, 2012).
- **Intensive training:** Six Sigma Management Consultancy certificate (BLOM bank, July 2011).
- **Certificates:** Introduction to Securities and Investment (2011) - Lebanese Regulations (2012).
- **IT skills:** Microsoft XP, Adobe Software, Google tools, Tableau, SQL, Moody's rating system.
- **Sports:** Accomplished one-month Yoga Teacher Training course in Rishikesh, India.