

Nathalie NJEIM

Jounieh – Lebanon
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31/08/1986



EDUCATION

2012 – 2013	HEC PARIS Intelligence Marketing Specialized Masters – CRM With distinction : Dean's List	Jouy en Josas – France
2004 – 2010	Saint Joseph University PharmD Postgraduate University Diploma in Clinical Pharmacy	Beirut – Lebanon

PROFESSIONAL EXPERIENCE

2014 – 2018 (44 months)	Marketing Manager & Business Developer <i>Dermapro s.a.r.l and Rahbani Laser Clinics</i> <ul style="list-style-type: none">Analyze trends, develop adequate marketing strategy and enhance brand imageDevelop communication tools (visual identity, flyers, new website, etc)Develop digital communication strategy : create content and manage communitiesLead business development and organize events : Opening new branches, launching new services and products, liaising with partners, etc.	Beirut – Lebanon
2013 – 2014 (14 months)	International Product Manager – CRM <i>Teoxane Laboratories</i> <ul style="list-style-type: none">Designed and implemented a CRM tool and strategy in the French subsidiaryDeveloped product positioning, website and messaging for injectable dermal fillersCreated sales tools and continuously supported the selling processTrained physicians and sales force	Paris – France
2010 – 2012 (22 months)	Sales Supervisor <i>Dermapro s.a.r.l</i> <ul style="list-style-type: none">Liaised with customers (Physicians and Pharmacists)Recruited, trained, supervised and motivated sales force.Organized monthly events and conferences	Beirut – Lebanon
2009 – 2010 (15 months)	Operations Supervisor <i>Dermapro Anti-Aging Center</i> <ul style="list-style-type: none">Managed a team of 20+ employeesSupervised and executed direct sales to end-consumer (cosmetic products)Managed client relationships and resolved conflicts	Beirut – Lebanon
2008 – 2010 (24 months)	Pharmacist <i>CHU Hôtel Dieu de France</i>	Beirut – Lebanon

ACTIVITIES & ASSOCIATIONS

2012 – 2013	Member of the board of students – MS IM HEC <i>Communication committee</i>	Jouy en Josas – France
2008 – 2009	President of the board of students – USJ	Beirut – Lebanon
1992 – Present	Member of the Lebanese Girl Guides Association	Beirut – Lebanon

LANGUAGES

Arabic	Native
French	Bilingual
English	Bilingual TOEFL 111/120
Spanish	Intermediate B2

COMPUTER

Microsoft Office
Social Media
MI Touch CRM (CEGEDIM)

INTERESTS

Travelling
Photography
Outdoor activities
High Tech