



# Grace Lutfallah Al-Haddad

Citizenship : Lebanese

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## Address

Fanar - Main Street - Jamil Rahme's Building – Next to ST. Rita's pharmacie

## Profile

### Objective

I am seeking a position where I can develop and excel while giving my best to an employer and the organization I am working at.

## Key Skills

Microsoft Word and Excel

## Education

**2012 - 2016**

**Sagesse University**

Bachelor in Business Administration

Concentration: **Marketing**

**1999-2010**

**Adventist Secondary School Boushrieh**

Grade 10-11-12 SocioEconomics

## Work Experience

### February 2017 – Current: Marketing Executive at Veritas Technologies – Africa & Levant Region

- Preparing and delivering marketing plans within key objectives
- Co-ordinating marketing campaigns with sales activities
- Planning and implementing promotional campaigns
- Work with manager and business units to determine event budget and manage expenses to that budget
- Organizing the production of branded items such as stationery and merchandise
- Liaising with events coordinators to maximize visibility at conferences, receptions, and exhibitions, including compiling product and literature lists to display or demonstrate
- Attending key conferences to manage booth, carry out customer interviews and focus groups
- Monitoring competitor activity and generating leads for products and services

### August 2016 – January 2017: Marketing Executive at Apliman

- Preparing and delivering marketing plans within key objectives
- Working with in-house designers to produce materials of visual impact and within brand guidelines
- Involving key stakeholders for product at each stage of campaign, and reporting results once completed
- Generating and executing marketing campaigns across social media platforms such as Twitter, Facebook, and Instagram
- Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters, and e-newsletters
- Liaising with events coordinators to maximize visibility at conferences, receptions, and exhibitions, including compiling product and literature lists to display or demonstrate
- Attending key conferences to manage booth, do customer interviews and focus groups
- Monitoring competitor activity and generating leads for products and services. - Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment

### **March 2015 – July 2016: Account Manager at VERITAS TECHNOLOGIES**

- Managing a portfolio of accounts (mainly English speaking African region)
- Using contacts to generate new business
- Operate as the lead point of contact for any and all matters specific to customers
- Build and maintain strong, long-lasting customer relationships
- Develop a trusted relationship with customer
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Communicate clearly the progress of monthly/quarterly initiatives
- Forecast and track key account metrics
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment

### **2012 – February 2016: Freelance – Social Media Manager at KALLAS Jewelry**

- Build and execute social media strategy
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

### **June 2011 – December 2014: Salesperson / Social Media manager at KALLAS Jewelry Zalka Branch**

- Welcomes customers
- Advises customers by providing information on products
- Helps customer make selections by building customer confidence; offering suggestions and opinions
- Documents sale by creating or updating customer profile records
- Prepares orders for shop and customers

### **September 2010 - June 2011: Private Tutor at Bouchrieh Adventist Secondary School, 5th and 6th graders**

#### **Activities and Interests**

Social Media – preparing and performing presentations – writing – planning and executing events –

#### **Languages**

**Arabic** (native)

**English** (very fluent)