

LYDIA MATTA

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Education

June 2018	Lens Business Solutions S.A.R.L. Certificate of Attendance -Ultimate Digital Marketing Workshop	
2007 – 2010	American University of Beirut BBA in Business Administration Emphasis in Marketing Grade Point Average: 82 <i>Dean's Honor List Student</i>	Beirut, Lebanon
2002 – 2006	International College Economics and Sociology Degree <i>High Distinction Graduate</i>	Beirut, Lebanon
1992– 2001	Jesus and Mary School	Rabieh, Lebanon

Work Experience

12-2015 – present	<i>Eli Lilly and Company - Beirut</i> Senior Customer Meeting Services Specialist - Levant -Handling full logistics of medical and marketing events including event conceptualization, product launches branding, independent meeting brandings and executing all logistics for Advisory Boards, Scientific Exchange Meetings, Speaker Trainings, Peer to Peers, Speaker Tours, Independent Meetings and Product Launches to ensure successful events. -Coaching the Marketing Intern, over six months, during the simplification of the vendors project and completion of required Securimate questionnaires to create one policy for Med Reps and Brand Managers when choosing venues for their events. -Simplifying the P2P Process as part of the Six Sigma Project, for Lilly customers, med reps, and internal concerned departments to decrease bureaucracy and achieve positive customer experience and overall results. -Maintaining accurate and complete documentations in the Emeeting platform by ensuring timely and correct uploading prior and post events. -Consolidating and communicating Customer Satisfaction Survey results through Beacon platform for ratings and customer comments overviews. -Managing SAP system by raising purchase orders and submitting invoices, in coordination with Finance Department, to monitor OPEX expenses and ensure payment transactions are achieved for all suppliers on a daily and monthly basis. -Following up on Sponsorship Agreements, contracts with customers, and speakers' assigned forms -Simplifying the Contracts Process by closely monitoring contracts submissions and enhancing the process for med reps. -Creating an engaging teamwork project for employees for the Team Lilly initiative
08-2012 – 12-2015	<i>Eli Lilly and Company - Beirut</i> Marketing Assistant - NEA - Providing full marketing support to NEA marketing team including events branding, creation and identification of promotional items. -Providing support in district meetings, local congresses, symposiums, and product launches -Handling Diabetes and Oncology Patient Support Programs and e-mail campaigns -Assuring correct Accounting procedures for NEA Marketing shopping carts including timely issuance of purchase orders and correct invoice submissions -Handling internal employee events and activities related to global celebrations such as World Diabetes Day and World Osteoporosis Day -Handling branding of quarterly NEA Employee Action Award -Designing surveys for sales employees and HCPs
09/2010 – 07/2012	<i>Azadea Group - Beirut</i> Junior Operational Development Specialist Developed and updated company policies and procedures and organization charts,

researched and developed best practices for employees, assisted in preparing induction plans for new joiners and assisted in the Executive Retail Management Program for Brand Managers

Bank Audi - Elissar Branch

08/2009

Internship

Trained in different bank operations at the counter and customer services department

Grey MENA – Beit Mery

07/2009

Internship – PR Department

Organized marketing events. wrote press releases, , and developed advertising campaigns

American University of Beirut (AUB)

2009 – 2010

Resident Hall Assistant in Boustany Dorms

Oriented new residents to dorm life, mentored and guided residents in conflicts, planned and organized dorm events and annual occasions

05/2009

Tamer Holding Competition

Short-listed for Dali makeup advertising competition for developing a creative strategy for an advertising campaign

02/2009-06/2010

Assistant in the Computer Science Department (work-study program)

10/2008 – 1/2009

Assistant in the Career and Placement Services (work-study program)

Processed Job Vacancies, advertised job opportunities, and assisted in daily office work

Extra-Curricular Activities

11/2016-current

Eli Lilly and Company- Beirut

Social Committee and Year-End Committee Member

2008- present

Handmade Cards Business Owner

Created and developed a personal handmade crafts business
(facebook.com/heartsandcardslb - Instagram: heartsandcardslb)

10 -12/2008

American University of Beirut (AUB)

Member of the Art Club

01/2010 – 01/2012

Private Tutor in English and Arabic – Elementary classes

06/2008 and 06/2009

Usher for AUB Commencement

2003

International College (IC)

Student Council Representative at IC - Ain Aar

2002-2006

Volunteering Program Participant

12/2004

Christmas Choir, Violinist

Awards

06/2007

IC Distinguished Scholar Award in Philosophy

03/2006

IC Composer Award for Talent and Creativity

05/1999

Jesus and Mary Fabriano Art Contest – First Prize

Skills

Computing:

Microsoft Word, PowerPoint, Excel, Beacon and Visio.

Languages:

Fluent in, both spoken and written, Arabic, English, and French