

Rabie Yassine



Having 4+ years of skills and knowledge essentials for working in the marketing and advertising fields (**Retail & Digital**). Energetic, self-motivated and a hard worker with experience in the marketing, management, and sales management fields. Available and open to new opportunities and challenges.

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Beirut, Lebanon

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Single



EXPERTISE

Customer Relationship Management Time Management Brand Management Project Management

Marketing Marketing Strategic Planning Forecasting Databases Verbal & Written Communication

Team Leadership Teamwork Critical Thinking Networking Digital Marketing Problem Solving

Marketing, Sales & Customer Service Research & Market Analysis Multitasking Content Writing

Public Speaking & Presentations Sales Management Stock Control

PROFESSIONAL EXPERTISE

Digital Marketing Commercial Coordinator

Buyexpress (sister company to Abed Tahan)

12/2018- ongoing

Objectives

Beirut, Lebanon

- Contact suppliers and meet with them to exchange business portfolios and close the deal.
- Prepare item listing creation reports that include all products' information ready to be placed on the website's platform.
- Manage marketing activities and monitor the company's website.
- Analyze the viability of online marketing projects and campaigns.
- Insuring that projects costs analyze file are maintained up to date.
- Produce, manage and develop proposals for the clients.
- Insuring that the invoicing procedures, payment and receiving by the financial department are efficient.
- Attend seminary, meetings e-visit clients to enhance relationships.
- Preparing commercial reports, presentations and other correspondence for Board meetings.
- Conduct market studies to collect customer feedback and generate reports on the findings.
- Conduct reviews of the competitors in the given country and produce quarterly reports on their Business actions (product, pricing, marketing etc.).

Brand Manager

Izzat Daouk & Sons

09/2014 - 01/2016

Objectives

Beirut, Lebanon

- Communicate and negotiate orders quantities and prices from abroad suppliers, close the deal and follow up the order/shipment with the supplier, shipping agency, bank, insurance agency, and clearing company.
- Communicate and negotiate with relevant supplier concerning sales, promotions, new launches and contracts to ensure achieving brand market share and profitability growth and reaching internal and external preset objectives (Khoury Home, Abed Tahan, Carrefour, Spinney's, Kotob City...etc).
- Develop and implement annual marketing and sales strategy and business plans concerning each brand in order to deliver volume, increase market share and achieve sales growth to reach the target set for the brand.
- Plan, execute and follow up all the marketing activities from ATL to BTL.
- Monitor, analyze and evaluate market trends, consumer behavior and competitor activity to identify market opportunities for the products/services by conducting periodical market visits and periodical brand evaluation.
- Control and ensure all marketing activities comply with developed annual budgets, quarterly forecast and monthly demand plans and reporting results of department.
- Plan and execute all digital marketing including marketing database, email, social media and display advertising campaigns by Assisting graphic/advertising designers to select the most effective campaign via market testing of concept and message.
- Direct the hiring, training, or performance evaluations of marketing team members and oversee their daily activities to maintain and improve product knowledge of the sales force and field managers.
- Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.

Assistant G.M. + Brand Manager (Progression)

Izzat Daouk & Sons

01/2016 - 10/2018

Added Objectives

Beirut, Lebanon

- Cooperate with General Manager in recruiting, training, payroll processing, performance evaluation, promotions, and releasing the employees.
- Assign duties to crew members and create work schedules, and ensure that employees follow the company standards, policies and strategies.
- Manage direct reporting to General Manager related to financial statements, sales volume and reports and cost against forecast and adapt plans to improve the sales performance of the products.
- Develop positive working relationship with the support divisions and operations team to ensure proper operational support.

Supply Department Assistant

Lebanese American University

07/2010 - 05/2013

Financial Aid Job/ Student Employment Job

Beirut, Lebanon

- Manage offices' supply orders
- In/Out stock management
- Stock control management

EDUCATION

Bachelor Degree in Marketing

Minor Degree in Advertising

Lebanese American University

07/2010 - 05/2013

Beirut, Lebanon

SKILLS

LANGUAGES

Arabic ●●●●●●
English ●●●●○

SOFTWARE SKILLS

Microsoft Office (Excel, Word, P.P.) ●●●●●●
Adobe Photoshop ●●●●○
Social Media Optimization, ●●●●●●
Broadcasting, Page Development



ACHIEVEMENTS

- Closed the deal with suppliers to be part of Buyexpress that has been going on for a long time with no actual business results.
- Worked on the website categorization platform for customer navigation.
- Acquired 4 major clients generating an increase in sales of \$100,000 in total annual revenue.
(Carrefour, Kotob City, Hamdan, Spinney's)
- Managed brand, design, graphics, illustrations and structure, ensuring consistent brand standards across public sites, trade show exhibition displays and collateral.
- Persuaded management to implement online inventory management software for two-commerce sites (Hicart & Feel 22), boosting overall sales by 20%.
- Created an innovative database using Salesforce, resulting in a 50% reduction in response time for the processing of client queries.
- Managed understanding communication through out all the company's departments and levels.

References: (or more specific information) given on request.