

Jouhaina Ready

February 25, 1983
Lebanese-Australian
Sed El Baushrieh, Beirut, Lebanon
00961 3 86 21 78
Jouhainaready26@gmail.com

Professional Profile

Marketing manager with 3+ years' experience, seeking to leverage proven leadership and strategy skills to grow revenue at your company. Conducted successful activities to enhance the brand awareness (organizing events, exhibitions, social media posts...), to reach revenue goals and to maintain a high quality of customer service.

I worked 6 years as Regional Manager handling the accounts of the regional branches operating in the MENA region. I have strong interpersonal communication skills to develop healthy, professional relationships with the clients as well as excellent negotiation skills. I work in a target-oriented work environment and able to prioritize work based on the given deadlines.

Professional Experience

▪ SKAFF SAL – Mkalles, Lebanon

Marketing Manager at SKAFF SAL (2016 till March 2019)

- Develop and implement the annual marketing plan based on the Marketing strategy & budget (including annual media plan, calendar of activities and social media strategy).
- Centralize the marketing plan internally, and with local/regional agents.
- Manage and oversee the daily operations of the Marketing department.
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies.
- Understanding & developing budgets, including expenditures, research & development appropriations, return-on investment & profit-loss projections.
- Provide training to new & existing marketing staff.
- Provide the Sales Team with all the necessary material & kits to facilitate the sales process & implement the marketing campaigns.
- Inform branches & departments on upcoming marketing activities.
- Supervise all artwork & monitor social media platforms.
- Search for new strategies to enhance the marketing department performance.
- Implement new procedures in reference to new marketing strategies.
- Assist in selecting & recruiting marketing staff as needed.
- Conduct yearly performance appraisal & KPI setting for the marketing department.

Regional Manager at SKAFF SAL (2010 till 2016)

- Handle the accounts of the regional branches operating in Dubai, Kuwait, Saudi Arabia, Jordan, Egypt, Oman, Ghana, Erbil, Syria, Iran & Qatar.
- Plan and coordinate the export shipments of goods.
- Identify new business opportunities by tapping potential customers from different countries.
- Assist and develop new franchise branches with SKAFF's internal identity, operation forms, and marketing campaigns.
- Enhance the business performance by visiting the regional branches whenever needed.
- Generate and enhance the sales of the products in other countries.
- Achieve the monthly sales target set for each country and increase the profit margins accordingly.
- Secure that receivable collection is within the agreed payments terms in order to sustain company's cash flow levels.

▪ FEDEX KINKO'S – Achrafieh, Lebanon

Assistant Production Manager at FedEx Kinko's (2008 till 2010)

- Manage, monitor and facilitate all production processes (tracking, pickup, delivery...)
- Establish business plans, set priorities, and create staffing schedules.
- Manage the production team, and conduct performance appraisals.
- Assist the branch manager with all the aspects regarding the business of the branch.
- Ensure communication between colleagues among shifts.

▪ MALIK'S BOOKSHOP – Hamra, Lebanon

Senior Branch Supervisor/Assistant Manager at Malik's Bookshop (2002 till 2008)

- Direct and coordinate the work between employees.
- Maintain a high quality customer service.
- Encourage team work and cooperation between employees.
- Apply the strategies defined by the marketing department.
- Make permanent trainings for staff on products and services to ensure a better customer service.

Education

- Certified Supply Chain Professionals (CSCP) at Morgan International, Saifi, Beirut – Lebanon (Candidate, till present)
- Bachelor in Marketing & Advertising at AUST, Achrafieh - Lebanon (2008)
- High school diploma at Ghazir Official School, Ghazir - Lebanon (2001)

Trainings and Workshops

- 2-day management (American Management Center)
- Performance Management (Tamayyaz)
- Customer Service & Motivation by YUP (Young Urban Professional)
- FedEx Express Shipping Services (FedEx Head office)

Skills

Computer Skills

- Microsoft Office (Outlook, Word, Excel, PowerPoint)
- Wizardnet Software
- Photoshop / Illustrator

Language Skills

- Arabic, English and French

Interests

- Handmade accessories/Handcrafts, Latino Dancing, Zumba, Outdoor activities (Hiking, climbing, rappelling, caving, ATV, snowshoeing), Travel, Fashion.