

JOELLE MAALOUF

PERSONAL DETAILS

Date of Birth: 16/10/1991
Telephone: + 961 70 653623
Address: Lebanon, Jeita
E-mail: joelle.maalouf@live.com

EDUCATION

- Oct 2013 – June 2014: Master one in Public Relations and Advertising – Enterprise Management
Lebanese University (Faculty of Information and Documentation Branch 2) –
Fanar – Lebanon
- Oct 2010 – June 2013: Bachelor of Public Relations and Advertising
Lebanese University (Faculty of Information and Documentation Branch 2) –
Fanar – Lebanon
- Oct 1994 – June 2010: College des Soeurs du Rosaire – Mansourieh – Lebanon
Acquired the Lebanese Baccalaureate in Economics and Social Sciences

CAREER HISTORY

- Feb 2016 – Present: Asfour Crystal Lebanon: Marketing and Branch Manager (3.5 Years)
Main Duties:
Directing all operational aspects
Developing advertising campaigns
Overseeing and coordinating all operations
Recruiting, training, supervising and appraising staff
Developing forecasts, financial objectives and business plans
Developing pricing strategies
Identifying new customers
Organizing company conferences and major events
Building brand awareness and positioning
Handling social media, public relation efforts, and content marketing
Brand Development
Studying competitors' products and services
- Mar 2015 – Jan 2016: Full Vision Production: Marketing Manager
Main Duties:
Managing campaigns: Advertising, Media planning, Marketing, Public relations,
Events planning, Creation and TV Broadcasting production
Direct contact with clients and suppliers
Social Media Management

Main Projects:
Sergio Tacchini, Remiel, Michel et Colette, Gesco Construction, LGDS, First
Company, Mad Dolls...
- Jan 2015 – Feb 2015: Feedback: Media, Advertising and Marketing
- Aug 2014 – Nov 2014: MetLife Alico – Alliance Insurance: Life and Financial Planning Consultant
Main Duties: Individuals and Corporate Solutions, Life Insurance, Retirement...

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- Previous Experience: Gulf Mirror Magazine / Meraat Al Khaleej: 2 Months – PR and Advertising
- OTV: 2 Months – TV program's Presenting and Producing
- Tele Lumiere / Noursat: 1 Month – all television's sections: TV program's Presenting, Direction, Broadcasting, Montage, Promotion, Graphics, Archive...
- Previous Activities: TV Publicities: MBC Drama, Panorama FM, blublack Clothing Store...
- Website Modeling – Clothes Collection: – “blublack” Store – www.blu-black.com

LANGUAGES, COMPUTER SKILLS AND HOBBIES

- Arabic, French, English (fluent in Read, Written and Spoken)
- Adobe Photoshop, Microsoft Word, Excel, Power Point, Outlook
- Watching Movies, Swimming