



Charles Ghossoub

Nationality: Lebanese

DOB: 25/02/1979

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Professional Profile

An experienced self-directed professional with a Master's degree in Business Administration and a Bachelor's of Science in Marketing, looking forward for a long-term career growth, in a Business Development Consultancy, tactical managerial position.

Acquired Stress Management, Time Management, and Reporting Analysis with High Potencies of Pragmatic Communication Skills on all levels.

Business Development Qualifications

- High level of presentation skills and potencies when it comes to product representation to potential clients along with professional ability in negotiation and closing of contracts.
- Ability to develop and implement processes for Sales Team in order to turn Leads into prospect and prospects into Sales in a coherent way to meet objective on yearly dashboard target, throughout yearly pipelines setting.
- Strong skills in supervision and monitoring of Sales reports, Ratios on different dimensions such as Financials Strategies and Ground Operations.
- Professional elaboration of training materials and conducting workshops in order to improve the Sales and Marketing Team potentials in aspects of Sales approaches, product creative development, Sales Support, as deemed necessary with an Initiative spirit.
- Delineation of Market analysis, Business action plans, with advanced experience in all Social Media Business platforms.

Leadership Skills

- Management of conflicts and navigations respecting the office politics in order to get things accomplished.
- Objective and realistic task maker with orientation to rewarding outcome accomplishments
- Enthusiastic and highly motivated, sincerely enjoy developing and maintaining good Client's, Employee's and Supervisor's relations with strong teamwork spirit.

- Organizational skills with attention to details, assuming responsibility and managing multiple priorities, including time management qualities.
- Advanced experience with the ERP Process management usage.
- Adroit to the Cloud system functioning.
- Computer skilled, with literacy to use all Windows and IOS applications with advanced skills for online marketing, e-commerce and highly experience with the mechanism of all Social Media business platforms.
- Escalated verbal skills and technical writing reporting skills including Arabic as native language plus fluency in English and French.

Background and Professional Experiences and Achievements

Screens International (*Localization and Globalization- Media*) – Beirut, Lebanon

Business Development Consultancy: May 2018 - May 2019 “Yearly Consultancy Contract”

- Monitor and analyze Market conditions.
- Review and peruse Business strategies in Sales, Marketing, Advertising and Operational fields.
- Initiate strategies and plans for the company to reduce its losses and achieve increased profits.
- Participate in pricing the solution/service.
- Identify Business weaknesses and challenges.

Achievements: Develop new business modules and recommend solutions to help the company upscale its level to the ones of international TV’s and Production houses, introducing a cloud system with the implementation of an ERP system.

Being the solo key player for all the social media plus PR business campaign of Screens International, presented by its CEO Mr. Joseph Akiki, winning the 1st place in the 2018 BLC Bank, Business of the year competition, covered live on LBC.

Reason for Leaving: End of consultancy “one year” contract.

AWI Group of Business (*International Publishing*) – Beirut, Lebanon

Operations Manager: February 2013 – April 2018

- In charge of high-level HR duties, attracting new talents and setting in-house training standards.
- Connecting with Key business executives and stakeholders.
- Analyzing and improving organizational processes.
- Overseeing customer satisfaction, participating in general administration and business planning.
- Liaise with cross-functional internal teams and work to improve quality and productivity.

Achievements: Developed a new online operational strategy which turned to an e-commerce business with the company's top executives' approval that successfully increased the number of booking and adds on our website.

Reason for Leaving: Better Opportunity with a better position to Excel in my carrier growth, acknowledging that the above-mentioned business sector during the last years, has limited my ambitions and desire I had in mind, striving for a long-term solid business career.

Dreamland Aqua park (*Entertainment*) – Umm Al Quiwain, UAE
Business Development Manager: December 2008 – December 2012

- Covering a broad array of sales and marketing effort including advertising, social media, public relations and events Sponsorships.
- Building up databases and using them in Marketing, measuring effectiveness with pre-and post-campaign research.
- Accomplishing Marketing and Sales objectives by planning, developing, implementing and evaluating advertising, merchandising and trade promotion programs.
- Succeeding with the introduction of the e-commerce for the Park's "online ticketing" sales process.

Achievements: In charge of a whole department that was selected three times as the most ambitious and successful team in the Park.

Conspiring the Online selling techniques which helped increase the company's sales income, ROI and a 5 star customers feedback recommendation, making it easier and faster for the customers to buy their tickets in advance, throughout the Park's website, instead of standing for hours and hours in cues at the entrance with the hot burning UAE's sun. However, that made it also easier for the customer service and ticketing employees who cherished such accomplishment from the Sales and Marketing team.

Reason for Leaving: Aspired to le allocate back to Home country, since there was a serious Family Health Issue.

Hannah's International (*FMCG*) – Seabrook, U.S.A
Sales and Marketing Assistant Manager: Mid-February 2003 - September 2004
Sales and Marketing Manager: October 2004 – November 2008

- Responsible for closure of new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Locating or proposing potential leads by contacting potential partners; discovering and exploring opportunities.
- Analyzing market strategies, deal requirements, and financial statistics, evaluating options and resolving internal priorities.

- Communicating new product developments to prospective clients and overseeing the development of marketing literature.

Achievements: Acquired compulsory and technical skills in the areas of communication, sales and marketing and operations.

Reason for Leaving: Completion of my MBA Degree and right after obtaining a great job opportunity in the Gulf Region.

Education

Franklin Pierce University New Hampshire, USA

January 2006- March 2008 *MBA (Master's degree in Business Administration)*

February 2002- November 2005 *Bachelor's of Science in Marketing*

References

To be furnished upon request

Cover Letter

A Self-directed, experienced and well educated professional with over 15 years of experience in the Business Management and Development field, pursuing a long and stable career as a successful Business Development consultant.

By Mid-February 2003, I began my career holding a part time job while attending full time in the university. The first position I held was as a Sales and Marketing Manager at Hannah's International, a leading FMCG international company, manufacturing and distributing all types of Mediterranean food all around North America. Working 3 years as an assistant Sales and Marketing Manager and then after, becoming the person in charge for the above-mentioned department for almost 3 years.

I had the opportunity to leave the USA and join a highly selective Management Team, for one of the biggest Aqua Park in the Gulf Region. Being the person in charge for the Business Development Team at Dreamland Aqua Park, Umm al Quwain, UAE.

However, and after working for almost 4 years at Dreamland Aqua Park, I had to turn this opportunity down, as I had some personal misfortunate events in my family, obliging me to come back to Lebanon.

I had to grab the first offer that was sent to me which was "Operations Manager" at AWI Group, a leader in the International Publishing sector in Lebanon and Dubai.

This position was challenging for me, as I had to structure new e-commerce activities and come up with creative online strategies in order to increase the online ads booking.

Last but not least, I was offered a one year Business Development Consultancy Offer, for one of the leading Localization and Globalization company in the Mena region, called Screens International.

This job brought me back to my roots, in charge of all contacts with the top Linear TV stations and production houses in the Middle East offering them our professional services in Dubbing/Subtitling with over then 50 language pairs, underarming a team of certified translators/subtitlers plus overlooking the mechanism of few of the top high-tech audio studios in the region, working on a cloud secured based system with partners all around the world.

The qualifications I acquired during my years of work and experience along with my educational background enabled me to reach a managerial level. Able to communicate with professionals on all levels and have a fruitful approach in problem solving as well as strong ability and flexibility in facing hard challenges such as creating thing from scratch when needed or highly understand and comply totally to organization's policies and procedures.