

Ghina Mahmoud Boutari

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Objective

A Career in a reputed organization with challenging opportunities for growth and shouldering responsibilities with an environment that fosters professionalism, creativity, dynamism and encourages intelligent decision making in the face of uncertain business scenarios. Where through my knowledge in marketing, sales and leadership skills serve in an upgrading manner.

Skills

- Ability to work effectively under pressure and meet deadline.
 - Ability to work well in team situations.
 - Strive for excellence in personal performance
 - Well-organized, Flexible and Adaptable.
 - Sales Collateral & Support
 - Friendly and happy personality.
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Professional Experience

MEDI RESTO – *Hospitality and culinary company in Lebanon. Operating several restaurants, catering services providers and food outlets in Lebanon.*

Marketing Coordinator, (June 2007 till May 2009)

Market products by developing and implementing marketing and advertising campaigns; tracking sales data; maintaining promotional materials inventory; maintaining databases; preparing reports.

Responsibilities:

- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
 - Tracks product line sales and costs by analyzing and entering sales, expense, and new business data
 - Prepares marketing reports by collecting, analyzing, and summarizing sales data
 - Monitors budgets by comparing and analyzing actual results with plans and forecasts.
 - Investigate and resolve complaints concerning food quality and service.
 - Work with chefs and other personnel to plan menus that are flavorful and popular with customers.
 - Work with chefs for efficient provisioning and purchasing of supplies.
 - Perform frequent checks to ensure consistent high quality of preparation and service.
 - Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
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FITNESS ONE GYMS– *Fitness Centers*

Marketing Manager, (September 2009 till May 2010)

Responsible for developing, implementing and executing strategic marketing plans for Fitness One Gyms in order to attract potential customers and retain existing ones.

Responsibilities:

- Promoting the entire union operation through printed materials and media outlets, including calendars, brochures, special catalogs for retail operations, announcements, newsletters, radio and television public service announcements and advertising.
- Liaising and building relationships with a range of stakeholders, e.g. customers, suppliers and colleagues.
- Maintaining and building contacts with the media.
- Organizing and attending events and exhibitions.
- Securing sponsorship to assist with the publicity and funding of marketing projects.
- Evaluating marketing campaigns.
- Monitoring competitor activity.
- Manages marketing material budget.
- Develop and maintain the firm's website, keep site content fresh and updated.
- Internet and marketing research.

NSOULI JEWELLERY – *Founded in 1982 in Lebanon, since it has taken place in the jewelry business Nsouli jewelry has been considered one of the most important regional leaders in jewelry manufacturing, jewelry designs and fine jewelry exporter.*

Saleswoman, (March 2012 till present)

Responsible for entertaining customers or clients who are interested in purchasing jewelry pieces.

Responsibilities:

- Promote Sales by assisting customers and offering suggestions
- Ability to communicate professionally in person and by phone
- Stock shelves , counters and tables with merchandise
- Provide prompt and courteous service to all customers
- Utilize product knowledge to promote sales
- Responsible for ensuring store appearance is clean and presentable at all times
- Enter register transactions accurately
- Stay informed of store policies, procedures , and promotions
- Assist to Bahrain, Kuwait, Dubai and Saudi Arabia exhibitions.

Technology

Software: Photoshop, Illustrator, MS Office (Word, Access, Excel, PowerPoint)

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Personal Profile

Nationality: Lebanese

Date of Birth: 01/08/1986

Gender: Female

Status: Married

Languages: English, French & Arabic

Education

- **High School Diploma**, Sagesse Brasilia School, Bachelor in life science
- **LEBANESE UNIVERSITY**, Public Relations and advertising