

DIYALA ELCHAKIEH

Zahle / Mansourieh, Lebanon

Tel. 76/851851 / Email: diyala.elchakieh@gmail.com

OVERVIEW

I am a Marketing graduate, BComm, tri-lingual in: English, French and Arabic, with diverse strategic and operational experience in Customer Service, Administrative Skills, Management, Public Relations and Marketing.

I am a dedicated, reliable professional who takes pride in the quality of my work. I am recognized for my keen eye for detail, my strong sense of responsibility, and my team spirit.

I have proven ability to manage cross-functional projects through excellent interpersonal, motivational and negotiation skills. I also have in-depth knowledge of most Microsoft Office applications.

EDUCATION

University of Ottawa – Ottawa, ON

Bachelor of Commerce option in Marketing

Graduation: Summer, 2011

LANGUAGES

Fluent in: French, English, Arabic and Spanish, written and spoken.

TECHNICAL SKILLS

Computer Skills

- ☐ Windows.
- ☐ Mac.
- ☐ Microsoft office suite. (Word, PowerPoint, Outlook, Excel)
- ☐ Internet.
- ☐ Advanced computer troubleshooting.

Business Skills

- ☐ Several experiences in Customer service.
- ☐ Communication effectiveness.
- ☐ Management.
- ☐ Recruiting.
- ☐ Human Resources.
- ☐ Multi-tasking.
- ☐ Problem solving.
- ☐ Decision-making.

- ☐ Master of Ceremony experience.
- ☐ Public Relations.
- ☐ Networking.
- ☐ Marketing.
- ☐ Capable of doing PowerPoint presentations.
- ☐ Able to work in teams and motivate others.
- ☐ Able to work under pressure with minimal supervision.

PROFESSIONAL EXPERIENCE

Advanced BMI – For Weight loss

Operations Manager - Marketing and Communications

October 2017 to June 2019

- ☐ Training Staff on customer service and customer relationship.
- ☐ Training employees on their communication with higher management and potential clients.
- ☐ Manage a team of graphic designers: plan and review their work.
- ☐ Create various promotional campaigns.
- ☐ Write content for internal and external communications.
- ☐ Train staff on sales communications via social media: Whatsapp, phone and emails.
- ☐ Responsible of all social media channels and promotions: Instagram, Facebook, Twitter and Whatclinic.
- ☐ Proofreading and editing all English and French reports and emails.
- ☐ Web development, Marketing tools (tooltip, Snippet, Meta description, jsons, structured data).
- ☐ Plan and execute Marketing campaigns.
- ☐ Write interview scripts.
- ☐ Write blog posts.
- ☐ Public relation: develop and maintain relationships with major contacts, such as: MTV, MEA, OTV, contacts in China.
- ☐ Write all advertisements content.
- ☐ Create various promotional campaigns.
- ☐ Google Adwords (SEO Campaigns).
- ☐ Google Analytics.
- ☐ Patient account Manager.

Global Coalition of Efficient Logistics – Ramlet El Bayda, Lebanon

Manager of Communications

September 2016 – September 2017

- ☐ Manage the Public Relations and Government Affairs department.
- ☐ Develop collateral material and distribution.
- ☐ Updating company websites and maintaining the events database.
- ☐ Support Director of Public & Government Affairs (P&G) with printed and e-materials and the event management of conferences, meetings and presentations.
- ☐ Develop, manage, update, write content for collaterals and website.
- ☐ Create and present storyboards of ideas.
- ☐ Review progress and customize materials according to the stakeholders' standard.
- ☐ Provide professional, courteous, and efficient service to all internal and external stakeholders.

- ☐ Editing and proofreading collaterals (brochures, flyers, manuals, presentations and booklets) to check spelling, punctuation and grammar, and making the necessary changes.
- ☐ Maintain library system for press cuttings, monitor cuttings and report and maintain a library repository.
- ☐ Understand digital technology of target audience and competitors' activities in the market.
- ☐ Assist with social media campaigns: design, scheduling, posting and monitoring.

DreamHome Holding – Zahle, Lebanon.

Office Manager – Human Resources / Part Time

June 2014 – 2016

- ☐ Study sale trends.
- ☐ Filing.
- ☐ Handle all purchases needed.
- ☐ Accounting.
- ☐ Accounts payable.
- ☐ Human Resources.
- ☐ Training Staff on customer service and customer relationship.
- ☐ Training employees on their communication with higher management and potential clients.
- ☐ Create various promotional campaigns.
- ☐ Measure various campaigns and adjust prior to re-launching similar campaigns.
- ☐ Assist with the website design.
- ☐ Finalize business contracts.
- ☐ Host conferences.
- ☐ Plan and host business events.
- ☐ Plan and execute Marketing campaigns.

Alterna Savings – Ottawa, ON.

Senior Member Customer Service Representative

January 2012 – April 2014

- ☐ Helped customers with over the counter transactions.
- ☐ In charge of all Marketing aspects of the branch.
- ☐ Balanced end of day cash and cheques.
- ☐ Performed the weekly count cash of the branch.
- ☐ Responsible for the maintenance of cash.
- ☐ Prepared bank drafts/ certified cheques.
- ☐ Assisted with the opening and the closing of the branch.
- ☐ Probed members into investing.
- ☐ Ensured all marketing materials are up to date.
- ☐ Ordered all marketing materials needed.
- ☐ Ensured the organization of the branch.

Canada Revenue Agency, Government of Canada – Ottawa, ON

Junior Project Officer

November 2010 – August 2012

- ❑ Worked using CRA various Mainframe systems.
- ❑ Ensured consistency in both official languages when proofreading, writing and editing corporate documents such as business plans, and communications to the field offices.
- ❑ Reviewed statistical reports.
- ❑ Coordinated meetings with internal stakeholders by organizing videoconferences and teleconferences on an ongoing basis.
- ❑ Reviewed clients' accounts to ensure compliance with CRA requirements.
- ❑ Completed meeting minutes on an ongoing basis.
- ❑ Improved administration skills.
- ❑ Improved skills with Microsoft Excel and Outlook.

Kolank – Ottawa, ON

Marketing Strategist – Part Time

2008 - 2010

- ❑ Worked with a team of five.
- ❑ In charge of product selection.
- ❑ Studied sale trends.
- ❑ Created various promotion campaigns.
- ❑ Measured various campaigns and adjusted prior to re-launching similar campaigns.

Tim Horton's – Ottawa, ON.

Manager / Customer Service/ Training and Development

2004 – 2010

- ❑ Maintained highest quality customer service, as well as a highest energy level in the workplace.
- ❑ Training Employees on customer service.
- ❑ Training employees on work behavior.
- ❑ Training employees on their communication with their managers and with customers.
- ❑ Diligently and thoroughly performed daily responsibilities. Trained and encouraged employees to perform their best.
- ❑ Supervised a minimum of six employees in any given shift.
- ❑ Occasionally recruited employees and was in charge of the training process.
- ❑ Managed most administrative duties in the office.

References will be made available upon request