

Eliane Bou Ghosn

Mobile: +961 3 996524

Email: elianeboughosn@hotmail.com

Kindly, accept this letter and resume for a senior position in your esteemed company.

I will bring to your company not only my years of expertise, but also my personal drive for results and positive outcomes. I have the ability to quickly establish trust with employees and project collaborators, resolve disputes and motivate others into action.

I have solid multitasking, organizational leadership and decision-making skills that can make an immediate contribution to your company. In fact, I was handling in the past 12 years 3 senior and managerial positions, where I evolved from a customer care agent to Head of Customer Care unit, Head of Customer Protection unit, Senior Marketing and Communication, as well as Senior product development.

I have been managing a team of 8 employees for the last 10 years, and led the team to achieve high results by setting Key Performance Indicators (KPI) to achieve company's corporate goals, and applying performance appraisals technique to objectively measure results achieved and identify needed trainings

I possess experience in designing processes and procedures, relationship management, data mining, communication planning, digital marketing, enhancing corporate image, and customer segmentation. Furthermore, as an effective communicator who has high presentation skills, I can proficiently develop and apply latest tools such as Net Promoter Score (NPS) and referral campaigns.

After Rebranding and improving Company's communication channels, successfully leading redesign of Company's website, and handling the development and content management, I shifted to developing and implementing company's social media initiatives and conceptualizing, developing and implementing the company's mobile application. A new challenge was successfully accomplished when we changed the brand name of the company. Although the major change from a company branding perspective, the online and offline communication plan set led to a smooth transition without affecting the company image or credibility.

After 13 years of experience in the banking industry, I recently moved to consultancy design industry. A new record was added to my experience, by working in a multinational company leading to an international exposure. Leading the communication in more than 11 remote offices, different countries and cultures, was a challenge successfully accomplished.

As for the Corporate Social Responsibility – CSR activities, and being a Red Cross member for more than 6 years, it was one of my biggest achievements to introduce and implement CSR activities to the business strategy in my previous job and the current one, with a proven record of the activities conducted.

I look forward to having the opportunity of meeting you in order to elaborate my experience, skills and personality more. Thank you in advance for your valuable time and consideration, please find enclosed my CV, and feel free to reach me via email or phone.

Sincerely,
Eliane Bou Ghosn

Eliane Bou Ghosn

Mobile: +961 3 996524

Email: elianeboughosn@hotmail.com

Marital Status: Single

DOB: August 23, 1983

Summary

- Successfully managed and developed teams, products and services
- Designing and automating process internally and in remote offices
- Experienced in relationship management, communication plan and handling company's Corporate image
- Experienced in data mining, and customer segmentation profiling
- Implementation of latest market trend tools for measuring customer satisfaction such as Net Promoter Score - NPS and referrals campaigns
- 360 degrees view to products development
- Multitasking, working under pressure and successfully meeting deadlines
- Service oriented, and passionate to customer delight
- Proven time and resource management skills
- Excellent problem solving and analytical skills
- Great communication skills based on professional training and working experience
- Able to motivate and handle conflict
- Introduced and implemented the company CSR initiatives

Working Experience

- November 2018 – Present: **Communication Manager** – SETS Group International
 - Communication Plan: Monitoring, evaluating and expanding the company communication plan
 - Communication Protocols: establishing communication protocols among the company international offices
 - Brand Identity: unifying the brand identity within the company different international offices
 - Digital Assets: Managing, advising and overseeing the company digital assets, in terms of social channels posting direction and strategy. As well as managing the company website and updating the content to achieve the communication strategy.
 - Media Relation: Creating content and managing relations with regional media organizations
 - Events: organizing, planning and managing a variety of internal and external events to promote the company brand
 - Advisory: Reporting to the chairperson and advising the management on decisions affecting the company's brand image
- December 2012 – November 2018: **Marketing & Communication Senior Supervisor** Sales & Marketing department at FNB Finance sal (formerly Capital Finance Company sal "CFC")
 - Corporate Image: Rebranded and improved company's corporate communication (New brand name, marketing material, and company's market repositioning). Led redesign of company's website and handled the development and content management
 - Communication Plan: Coordinate with different stakeholders and prepare the Company's communication plan and the development of marketing materials.

- Data Analysis: Monitor company's positioning via customer data profiling, and apply latest trend of image and promoters tracking methods, conduct Net Promoter Score (NPS) studies
 - Product development: Assessed, developed and launched new retail products, set product procedures, eligible customers' criteria, developed the product with internal and third-party processors, implemented the product at retailers' end, conducted internal and external trainings, monitor product performance and profitability.
 - Relationship Management: handles company's relationship with all retailers, and build new relationships, coordinate with sales management to ensure the right communication impact on third party and retailers
 - Reports: issuance of monthly sales report and analyses of figures registered against budgeted numbers
 - Cross selling strategies: Develop telemarketing activities to cross sell products for existing customers
 - Referral Campaigns: creating and running referral campaigns to acquire new clients
 - Public relations: Plan and direct company's corporate events, public relations, Seminars and CSR activities
 - Social Media: launched and managed the company presence on social channels
 - Online campaigns: conceptualizing and running the company online campaigns on adequate channels
 - Customer Service: Supervise and train 8 customer care agents to ensure outstanding service level. Set department's KPIs and prepare performance appraisal accordingly.
 - .
- July 2015 – November 2018: **Head of Customer Protection Unit** – at FNB Finance sal
- Prepare and conduct training sessions to educate employees on how to deal/interact with customers, and how to explain to them the features, risks and suitability of products and services with the customer's situation and needs.
 - Train and educate employees who are in direct relations with customers to keep them updated about products features and related services
 - Contribute to the development of customers' awareness and education programs
 - Put in place the customer protection unit charter, policy and procedure
 - Take prior cognizance of the ads, brochures, contract samples, account statements and other documents provided to customers; to review them and submit the necessary suggestions that guarantee their clarity, transparency and consistency with the provisions of this Decision and the relevant regulatory and implementation texts issued by Banque du Liban and the Banking Control Commission.
 - Prepare a clear, transparent and simple key facts statement concerning services and products, to be given to, and signed by the customer upon receipt.
 - Receive claims from customers, to examine them and give an opinion in this regard.
 - Inform the customer about the outcome of the claim.
 - Submit to BDL required reporting
 - Submit directly to the General Manager quarterly reports, about customers' claims, the nature, handling, and outcome of these claims, and the measures proposed to improve the policy relating to "The Principles of Banking and Financial Operations with Customers".
 - Keep a direct connection with the General Manager and promptly notify him of any major critical claim that might expose the bank or financial institution to high

reputational risks or significant financial losses; and share a copy of these claims to the Board of Directors.

▪ January 2009 - Present: **Head of Customer Care Unit** - Sales & Marketing Department at “CFC”:

- Supervise and train 5 customer care agents, Prepare sales targets
- Issue monthly sales reports
- Coordinate with retailers to reach sales targets, build relationship with new retailers, create and implement related procedures
- Coordination with credit card processor with regards to new products development
- Set KPIs to customer care agents and prepare performance appraisal

▪ December 2007 - January 2009: **Credit Cards Administrator** - Sales & Marketing Department at “CFC”:

- Coordination with the credit cards processor with regards to cards issuance, file exchange and problem solving, Daily reporting analysis.
- Handling Monthly renewal of cards, follow up on dispute forms, Coordination with distribution company, Follow up on returned cards by delivery companies to take appropriate action
- Responsible of implementing and updating the credit card procedure
- Support Customer Care Agents in handling queries related to credit cards, sending marketing SMS.
- Responsible of 4 customer care agents

▪ January 2007 - December 2007: **Customer Care Representative** - Sales & marketing Department at “CFC”:

- Introducing and explaining CFC products to existing and new customers
- Filling in application forms for eligible applicants after screening them
- Handling customers’ queries with regards to credit decision on loan applications
- Coordinating with internal departments and external companies (credit card processors, insurance companies, dealers...) to solve customers’ problems

Education

- 2003-2006: **BA in Communication and Information** - Lebanese University
- 2002: Bac II, College des Soeurs des Saints Coeurs Bauchrieh.

Trainings

- **Banking Ethics** – ESA- June 2017
- **Diploma in Online Marketing** – Shaw Academy - 2015
- **Microfinance Product Development** - Amideast (USAID, Expand your Horizons, Leading Minds) - September 2013
- **MS Project** - ODCC - August 2013
- **Meeting Protocol** – ODCC - June 2013
- **Fierce Communication** - Trace - March 2012
- **Microsoft Excel Advanced Level** - Formatech - March 2011

General Experiences

- **Certified Trainer** for Leadership Concept, Time Management, Self Esteem, Communication Skills, Decision Taking, Body Image, Planning and Evaluation Procedures.

- Certified Trainer on STI's - HIV/AIDS organized by the Lebanese Red Cross- Youth Section in cooperation with the National Aids Control Program- Ministry of Health & the International Organization of the Red Cross & the Red Crescent Societies
- Certification in Readiness for Interference in case of emergencies and disasters

Computer Skills

Proficient MS Office: MS office, ICBS, WebGui

Languages

Fluent in Arabic, English & French

Activities

- July - August 2006 (War): Coordinator between the International Committee of the Red Cross and the Lebanese Red Cross: in charge of insuring a psychological support for the displaced, and responsible for the distribution of the food and hygiene kits
- 2005-2007: Coordinator-youth section in the Lebanese Red Cross, in charge of 5 centers
- 2003-2004: Head of Antelias youth section center
- 2002-2003: Vice president of Antelias youth section center
- Red Cross member since 2000 Preparing and monitoring Red Cross summer camps for children with special cases

References

- Nadine Baaklini, Head of Retail, Lebanese Swiss Bank - LSB, Lebanon
- Mazen Timany, Head of Internal Audit, National Bank of Kuwait - NBK, Lebanon
- Rodolphe Harfouche, Head of IT, Invest Bank, Lebanon

