



LARA DAYA

CONTACT

 Cap Sur Ville, Mar Roukoz
Dekwaneh, Lebanon

 laradaya92@gmail.com

 +961 3975330

COMPUTER SKILLS



HOBBIES & INTERESTS



LANGUAGES

ARABIC | FLUENT

ENGLISH | FLUENT

FRENCH | FLUENT

OVERVIEW

Passionate about the Advertising and Marketing industry and looking forward to dealing with all the challenges it offers. Hoping to strengthen my strategic planning and coordination skills to be able to cope with all the difficulties faced in the market. Currently aiming to obtain a managerial level position within the MENA region and/or within Europe. As a long term goal, I intend to become a Marketing Manager for a luxury fashion brand.

EDUCATION

UNIVERSITÉ SAINT-JOSEPH OCT 2011 - JUL 2015
FACULTY OF BUSINESS ADMINISTRATION (IGE) - LEBANON

- Bachelors in Advertising and Marketing

COLLEGE ELYSÉE HAZMIEH - LEBANON SEP 2007 - JUN 2010

- Lebanese Baccalaureate - Economics and Sociology Section

WORK EXPERIENCE

SALES & MARKETING EXECUTIVE | MARWAN & KHALED COUTURE
SEP 2018 - NOV 2018 | BEIRUT, LEBANON

- Handling the company's portfolio
- Developing new content for the company's official website
- Creating new marketing strategies in order to enhance sales within the Lebanese Market
- Contacting suppliers within the MENA, Far East and Europe regions
- Promoting the social media exposure through the company's Instagram and Facebook platforms
- Contacting fashion bloggers and influencers in order to collaborate new digital marketing strategies within the company's market approach
- Handling all client needs indoors
- Setting up meetings for bridal and haute couture clientele
- Communicating with stylists overseas in order to dress up public figures / stars for Red Carpet and Gala events in order to gain international exposure for the brand name of M&K Couture
- Approaching the media in order to gain publicity for the brand name

LARA DAYA

PART-TIME ECONOMICS
& SOCIOLOGY TEACHER
JAN 2016 - JUL 2017

EIDYIA PRIVATE SCHOOL
RABIEH, LEBANON

- Taught early teenagers individual agenda classes
- Drafted IQ tests and homework
- Developed and worked along the psychological path that helps resolving the main issue of the students weaknesses
- Helped students create and analyze surveys
- Taught private Brevet and Terminale lessons for the official examinations

INTERN IN ADVERTISING
JUL 2015 - NOV 2015

ARTMARKS AGENCY
BEIRUT, LEBANON

- Initiated the below the line advertising campaign for an Airline agency
- A to Z strategic planning for the launch of the agency within the market
- Researched and planned a marketing campaign for newly opened mall in Iraq
- Handled minutes of meeting / daily reporting / company profile
- Handled stationary booklets and filing systems for libraries

INTERN IN THE CLIENT SERVICING DEPARTMENT
JUL 2013 - SEP 2013

M&C SAATCHI
BEIRUT, LEBANON


- Supervised briefs for the creative departments of "Wadi Al Akhdar"
- Benchmarked competitors in order to enhance social media
- Analyzed the American markets in order to increase sales in the U.S
- Strategic plans in order to meet retailers needs and wants
- Developed new research ideas for Banks in the Lebanese Market

SALES TRAINEE
JUL 2012 - SEP 2012


KHALIL FATTAL & FILS - FINE BRANCH
SIN EL FIL, LEBANON

- Planned and coordinated various tasks with the Sales & Merchandising team
- Implemented sales calls & prospects into the Lebanese Market
- Studied the market with the Brand Coordinator
- Understood the importance of visibility, branding and availability of the product

CONTACT

 Cap Sur Ville, Mar Roukoz
Dekwaneh, Lebanon

 laradaya92@gmail.com

 +961 3975330

COMPUTER SKILLS



HOBBIES & INTERESTS



LANGUAGES

ARABIC | FLUENT
ENGLISH | FLUENT
FRENCH | FLUENT

To whom it may concern,

I am a Universite Saint - Joseph graduate in the field of Advertising & Marketing.

I believe to have a solid background in strategic planning, negotiation, people skills and branding methodologies.

I am interested in applying for a managerial position at your reputable company.

At my last position, I was a sales & marketing executive at M&K Couture. My position entailed handling client needs, promoting content on social media, trying to achieve local and international exposure of the brand targeting women who seek high-end fashion. I was also responsible for setting up meetings with embroidery suppliers overseas. On the other hand my knowledge about the sales & marketing field was developed through competitor research that covered "above the line" strategies.

In a previous position at ArtMarks Agency, my primary goal was to present a marketing plan on an advertising campaign. I developed various promotional campaigns such as proposing catalogue covers, presenting company profiles and maintaining a webpage.

While I was an intern in the client servicing department at M&C Saatchi, my position required me to supervise briefs for "Wadi Al Akhdar" clients. This allowed me to enhance my interpersonal skills and to communicate with clients more efficiently. I also conducted a market research to analyze and present the launch of new products in the US Market. My experience at M&C Saatchi developed my B2C skills as I attended many meetings and successfully accomplished client objectives.

As a trainee in the sales department at Khalil Fattal & Fils for Fine, I was responsible for planning and coordinating all the strategies needed for the sales team to develop as a group. This area of business helped me to analyze product visibility, understand merchandising as a process, and deal with wholesalers, retailers and supermarkets both indoors and outdoors.

I believe that all my previously mentioned experiences in the marketing and advertising field, enhanced my practical skills and knowledge. Therefore I hope this makes me a prime candidate for this position and will allow me to be a valuable asset at your reputable company.

Best Regards,

Lara H Daya