

## Christelle Rizk

19-September 1986

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### Experience

- **October 2016- till present**

- **Marketing Communication Executive – BA United Holding**

- Leading marketing strategies for 36 companies out of which Real Estate Commercial & Residential, Malls & Food Outlets. The **F&B** portfolio includes PF Chang's, Al Forno, The Cheesecake Factory and Texas Roadhouse.
- The **Real Estate** portfolio includes: Ikon 394- Vermelho- Hamra 1711- Hamra 1405- Kaslik 2489- Verdun 1341- Yarze 3244- Gate 1451- Dbaye Avenue- The Spot Nabatieh- The Spot Choueifat- The Spot Saida- The Spot Tayouneh- V-Verdun & Loft 29.
  - **Real Estate Brand Portfolio:** The Spot Lebanon Malls, +10 residential & Commercial Buildings.
  - Assisted in opening and launching The Spot Choueifat
  - Assisted in developing yearly marketing plans & calendar of events for the malls.
  - Assisted in developing and implementing integrated marketing communication initiatives within allocated budgets.
  - Assisted in planning and managing all entertainments events.
  - Assisted in managing the digital strategy including content of all social media platforms and web development.

- **F & B Brand Portfolio:** The Cheesecake Factory, P.F. Chang's & Al Forno.
- Assisted in developing yearly marketing plans including brand awareness campaigns, customer-oriented promotions and sales generator activations.
- Carried out all planning, execution and supervision of all marketing events & LTOs, collateral design & development, PR support and communication plans.
- Supervised all digital content including social media management and digital platforms and website updates.
- **February 2014- till present:** Freelancer event planner for several events associated with Wild Cherry Productions on the following projects.
  - Murex D'or Ceremony** 2014-2015-2016 broadcasted on LBC, Future TV and Rotana, job description: Event planner dealing with celebrities attending the events from hotel booking and travel agencies and media handling TV outlets, References upon request
  - Woujouh min loubnan** (broadcasted on lbc), event planner
  - May Chidiac media award ceremony** (broadcasted on lbc) production coordinator
- **February 2013 – till January 2015:**
  - ***Sales representative – Lebanon discount book.***
    - Preparing the deals offered by our product.
    - Negotiating with corporates and owners to get the best deals before publishing the book.
    - Promoting the product, persuading the customers by using sales techniques, creating distribution channels and networks to reach all society ranges.
    - Preparing sales strategies with the team to raise our yearly sales.
    - Attending exhibitions to meet new customers.
    - Preparing briefs and demonstrations to represent my product at the Lebanese companies.
    - Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
    - Resolves customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.

- **April 2012-June 2014:**

- ***Clinical assistant (Outpatient) – Children Cancer Center of Lebanon.***

- Carry out receptionist duties at assigned clinic.
    - Schedule appointments, receive patients and ensure delivery of complete medical records to attending physicians.
    - Handle high volume of patients and attending.
    - Collects, verifies, records, and maintains data on clinical activity and/or research; prepares associated reports as required.
    - Orders and maintains inventories of supplies, as required to support day-to-day unit clinical and administrative operations.

- **September 2008 – March 2012:**

- ***Floor clerk (In patient) – children cancer center of Lebanon.***

- Attending nursing station and provides clerical and reception support to clinical staff to ensure the efficient management of a unit. This includes receiving patients and preparing their required documents, preparing routine forms and requests, keeping nursing station tidy, placing requisitions to secure unit requirements and monitoring utilization of supplies.
    - Accountable for charging patients accurately.
    - Coordinates with other departments at the medical center to ensure the smooth and proper functioning of the unit.

- **September 2007-August 2008:**

- ***Sales representative – Make up forever – Beirut mall.***

- Operating sales actions at the showroom develop and make presentations of company new products to current and potential clients.

## Education & Qualifications

- **2015 till 2017:**
  - Masters of Business Administration - Faculty of Business Administration – AUL University - Lebanon
- **2012 till 2015:**
  - Bachelor of Business Administration – Management Emphasis - Faculty of Business Administration - AUL University - Lebanon.
- **2006-2007:**
  - Lebanese Bachelor degree in “Lettres et Humanité” - Soeurs de la Charité de Besançon – Hazmieh.

## Languages



Arabic: Native Language.



English- Fluent Written and Spoken.



French-Fluent Written and Spoken.

## Computer Knowledge

- Microsoft: Word-excel-power point.
- AS 400.
- Adobe Photoshop, Illustrator

## Objectives

- My aim is to have continuous learning experience and broaden my area of expertise as Creative Marketer in a renowned firm where I can build on my communication, strategic and creative skills.

## Internships:

- **2012-2013: wild Cherry Productions** assistant producer for:, Sawtak Chaghle, Ghannile ta Ghannilak and many others programs on Rotana TV.