

DANA Khayyat Mchantaf

Sales & Marketing

| AREAS OF EXPERTISE | WORK EXPERIENCE |
|----------------------|--|
| Brand Marketing | Pizza Hut (International Chain) Marketing Manager & customer service April.2017- June.2017(Due to Maternity reason) <ul style="list-style-type: none"> • • Drive strategy and plan and execute marketing initiatives for new projects, menu changes, special menus, remodels campaigns. • Manage brand promotions to drive sales. • Manage online restaurant review platforms and vendors (Zomato) • Approve all local print advertising and manage graphic designers on ad creation • Manage advertising and public relations agencies. • Manage social media engagements(Facebook-Instagram-Twitter) |
| Product Development | |
| Market research | |
| Sales presentations | |
| Competitor analysis | |
| Brand marketing | |
| Project Management | |
| Sales Forecast | Cheers Finest Ice Sales & Marketing Manager – FREELANCER JOB 2014-March 17 Duties : <ul style="list-style-type: none"> • Brand Marketing for “Cheers “ product Line • Establishing Products’ marketing designs and planned to maintain brand presence in the Lebanese Market. • Product’s SWOT analysis • New Product Development • Developing sales tools • Developing effective & efficient product positioning in the Market • Conduct consumer segmentation, and consumer insight development. • Launch advertising, media planning ad events sponsorships. • Undertake package development strategies • Social Media coordinator • Conducting research to identify social media best practices and trends. |
| ISO Procedures | |
| Events Managements | |
| Cost Control | |
| Administrative tasks | |
| Purchasing officer | |
| Social Media | |
| Communications | |
| Public Relation | |
| Marketing plans | |
| Data Analysis | |
| Consumer Trends | |

| | |
|---|---|
| | <p>EMTECH (Electro-Mechanical) Administration Manager</p> <p>May.2015- till end of Sep.2016</p> <p>Duties :</p> <ul style="list-style-type: none"> • Quality Management System ISO 9001;2008 • Maintains administrative staff by recruiting, selecting, orienting, and training employees; maintaining a safe and secure work environment; developing personal growth opportunities. • Completes special projects by organizing and coordinating information and requirements; planning, arranging, and meeting schedules; monitoring results. • Improves program and service quality by devising new applications; updating procedures; evaluating system results with users • Responsible for Projects contracts. • Preparing Project cash flow • Feasibility Study • Website management. |
| PROFESSIONAL | <p>PSI (Produit & Solutions Informatiques SAL) Senior Sales Admin & Market Analyst</p> <p>Dec.2010 - 21st of March 2015</p> <p>Duties :</p> <ul style="list-style-type: none"> • Develop partnerships with third parties to meet objectives. • Identifying key market opportunities. • Responsible for the overall sales performance. • Selling multiple products at various levels. • Proactively targeting new client opportunities. • Making accurate monthly sales forecasts. • Assist in organizing client seminars. • Building and maintaining a personal rapport with customers. • Negotiating prices as well as terms and conditions with clients. • Travelling to client sites on an as needed basis. • Coordinating all sales activities. • Attending relevant trade shows and exhibitions. • Having meetings with sales teams on a consistent basis. • Working with an existing client base on upsells and renewals. |
| | <p>-Masters in Marketing -BA in Finance -PMP Pre-Certificate -ISO-QMS</p> |
| PERSONAL SKILLS | |
| <p>Solid critical thinking skills</p> <p>Project Management</p> <p>Analytical Mind</p> <p>Communication skills</p> <p>Social Media Skills</p> <p>Leadership</p> | <p>-GlobalT& C limited JUNIOR MARKETING OFFICER April 2009 - Dec.2010</p> <p>-Lamsa Co./UAE JUNIOR ACCOUNTANT August2007 - May2008</p> |

| PERSONAL DETAILS | KEY SKILLS AND COMPETENCIES |
|--|--|
| <p>Address 1 : Kesrwen-Ajaltoun</p> <p>Address 2 : Saida - Abra</p> <p>M: +961 70 080 175</p> <p>E: d5k28@hotmail.com</p> <p>DOB: 28/05/1985</p> <p>Driving license: Yes</p> <p>Nationality: Lebanese</p> | <ul style="list-style-type: none"> • Strong leadership and consensus building skills. • Able to quickly understand customer needs and to deliver timely and cost-effective solutions. • Building a bridge between our products and the customers care. • Comprehensive knowledge of Word, Excel, PowerPoint , Photoshop. • Knowledge of consumer behavior and why they buy certain brands. • In-depth knowledge of market research tools and databases. • Ability to work in a structured and organized manner. • Experience of quantitative and qualitative research. |
| | ACADEMIC QUALIFICATIONS |
| | <p>-Masters in Marketing Lebanese International University (LIU) Jan 2012</p> <p>- Bachelor of Money, Finance, and Customs Beirut Arab University (BAU) 2003-2007</p> |
| | <i>References are available upon request</i> |