

## ***Jessica S Ayoub***

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### *Professional Objective*

#### **Marketing / advertisement**

I'm seeking to secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

#### **Career Highlights**

##### **Operations Manager TOMADO Industrial Kitchen Supplies**

**April 2017 – Still  
Beirut Lebanon**

- Coordinate, manage and monitor the workings of various departments in the organization.
- Review financial statements and data. Utilize financial data to improve profitability. Prepare and control operational budgets. Control inventory. Plan effective strategies for the financial well-being of the company.
- Improve processes and policies in support of organizational goals. Formulate and implement departmental and organizational policies and procedures to maximize output. Monitor adherence to rules, regulations and procedures.
- Plan the use of human resources. Organize recruitment and placement of required staff. Establish organizational structures. Delegate tasks and accountabilities. Establish work schedules. Supervise staff. Monitor and evaluate performance.
- Coordinate and monitor the work of various departments involved in production, warehousing, pricing and distribution of goods. Monitor performance and implement improvements. Ensure quality of products. Manage quality and quantity of employee productivity. Manage maintenance of equipment and machinery. Provide technical support where necessary.
- Monitor, manage and improve the efficiency of support services such as IT, HR, Accounts and Finance. Facilitate coordination and communication between support functions.
- Manage customer support. Plan and support sales and marketing activities.
- Liaison with top management. Assist in the development of strategic plans for operational activity. Implement and manage operational plans.

#### **My Key Competencies**

- critical thinking and problem solving skills
- planning and organizing
- decision-making
- communication skills
- persuasiveness
- influencing and leading
- delegation
- team work
- negotiation
- conflict management
- adaptability
- stress tolerance

##### **Marketing Manager TOMADO Industrial Kitchen Supplies**

**Nov 2016 – April 2017  
Beirut Lebanon**

- Plan marketing and branding objectives.
- Expand product solutions and offerings.
- Prepare marketing strategies alongside other company executives and staff.
- Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback.
- Prepare and adhere to budgets.
- Oversee creation and delivery of press releases, advertisements, and other marketing materials.

- Design print ads and publications.
- Ensure brand messages are consistent.
- Gather and analyze customer insight.
- Nurture and enrich all external perceptions of the company and growth of market share.
- Engage consumers on social media.
- Deepen relationships with all media to ensure the most effective messaging and positioning of the organization.
- Lead all areas of content generation and production across all media platforms.
- Take calculated risks based on data-driven analytics.
- Drive overall CRM and direct marketing.
- Engage other organizations within the community.
- Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities.
- Develop and lead a marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader.

**Store Manager  
I AM Le Mall Sin El Fil**

**Feb 2016 – October 2016  
Beirut Lebanon**

- Detect, anticipate and provide regular feedbacks on customers' needs, markets trends and competitors activities affecting the region/ market.
- Greet customers, offer assistance and serve them in order to ensure their needs and complaints are answered in a timely manner with quality and customer service standards creating customer loyalty and portfolio.
- Ensure a smooth and efficient receiving process of items/shipments as well as monitor all kind of inventory activities such as cycle counts and stock movements including transfers between shops, transfers to/from warehouse, damaged items, devolution, etc.
- Analyze hourly/daily/weekly sales performance, monitor selling items, missing sizes/ items and collection rotation (in coordination with BM and VM) in order to identify replenishment needs, place accurate orders, meet stock performance objectives and maximize sales and sellout.
- Prepare staff schedule based on budgeted hours and/ or visitors' traffic, daily sales targets, events, operational needs (including shipments, stock count, sale, etc.) as well as ensure the effective communication of sales plans and set daily and hourly targets to the Shop/Department team.
- Recruit, train, motivate and evaluate team members to ensure that they have the necessary skill base and required image and that they are optimally enabled to maximize their potential and contribution to the company; conduct daily Japanese meetings to keep the staff informed and engaged.
- Log/update all commercial and operational information as well as various requests on the provided platforms (Helpdesks, Events, Loss Prevention application, etc.) in a timely and accurate manner.
- Manage annual allocated budget by monitoring expenditure up to set limits, optimizing and reducing costs where possible and reporting variances versus budget (validating it with DM/BM first).
- Oversee the shop's image and ensure its compliance with the brand's standards, verify and follow up on the cleanliness, display and maintenance of the shop including the window, cash and stock room.

**Trainings Attended:**

- Building Rapport
- Art of Customer Satisfaction
- Coaching For Success
- TTT (Train the Trainer)
- Presentation skills and Public Speaking

**Assistant Store Manager  
Gap Le Mall Azadea Group**

**Aug 2012 – Jan 2016  
Beirut Lebanon**

- Day to day operation to run the store motivate and achieve goals and target.
- Train evaluate and counsel store employees schedule organize and direct assignment.
- Develop and implement employee performance evaluation and improvement plans.
- Effectively manage employee turnover provide a positive working environment.

- Handel employees issue appropriately and in a timely manner.
- Being involved in all financial report, finding a new ways to improve sales.
- Meet sales target, analysis figures and forecast, preparing various reports related to shop performance, vs. budget and staff performance

**Trainings Attended:**

- ECS (Exceptional Customer Service)
- Fashion & Product Knowledge
- Effective Communication Skills
- Advanced Communication Skills
- Fundamentals of Management & Leadership
- Time Management
- Conflict Management
- Problem Solving & decision making
- Finance
- Retail Analysis
- Loss Prevention
- Inventory Control

**Cashier Supervisor**  
**Al Hachem Superstore**

**2011 – 2012**  
**Beirut Lebanon**

**Cashier**  
**Al Hachem Superstore**

**2010 – 2011**  
**Beirut Lebanon**

- Maintain the cleanliness and tidiness of cash drawer and invoice folder throughout the day.
- Keep inventory of sold items and provide sales reports to the Manager on duty.
- Manage and control the cash register by handling its opening and closure, performing accurate handover, investigating / reporting any discrepancy and processing payment transactions as per standard procedures.

**Blooming**  
**Animation**

**2009 – 2010**  
**Beirut Lebanon**

Responsible for organizing birthdays for children dealing with ages from 4 to 12

- Responsible for organizing birthdays for children.
- Dealing with ages from 4 to 12.
- Organizing kermesses and any kind of event for children.
- Part Job

**Champville Colonies**  
**Amateur**

**2008-2009**  
**Beirut Lebanon**

Academic Qualification	
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**A.U.L Kasslic**  
**Bachelors in Marketing and advertising.**

**2011-2018**

**School**  
From nursery to 1<sup>st</sup> secondary in Jesus & Mary School

**1995-2009**  
Lebanon

**Second Secondary Humanities**  
College Notre Dame de Louaize

**2009-2010**

**Terminal SE**  
College Notre Dame de Louaize

**2010-2011**

Technical Skills
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- Computer
- Organizing
- Photoshop
- Training
- Communication
- Coaching

## Personal Details

**Nationality** : Lebanese  
**Languages** : English / Arabic / French