

## Jean-Michel El Khazen

DOB: 31/07/1990 - French-Lebanese

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### ACADEMIC BACKGROUND

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2010 - 2013	<b>Bachelor of Science in Marketing and Advertising</b> - Saint Joseph University, Beirut, Lebanon
2008 - 2010	<b>Political Science</b> - Saint Joseph University, Beirut, Lebanon
2000 - 2008	<b>French Baccalaureate</b> - Lycée Franco-Libanais

### PROFESSIONAL EXPERIENCE

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#### 09/2015 - 06/2019 **Société Générale de Banque au Liban: Senior Commercial Communication Executive**

- Handled and produced several multi-million dollar marketing campaigns.
- Planned and organized regional and local congresses, events and sponsorship activities as well as branch openings and workshops.
- Produced and coordinated the designs of all the marketing material: credit cards, brochures and contracts to ensure the consistency of the brand's identity.
- Completed the organization of major local festivals sponsorships such as Cedars, Baalbek and Beiteddine.
- Dealt on a daily basis with Leo Burnett to discuss ongoing and upcoming projects and campaigns

#### 01/2015 - 07/2015 **Tamer Frères, Beirut, Lebanon: Marketing and PR Executive**

- Developed full-fledged marketing campaigns for: Audemars Piguet, Montblanc and Omega, Breitling and Swatch
- Organized, implemented and coordinated boutique openings, launching events, master classes, press conferences, seminars and photo-shoots.
- Responsible for all presentations for the sales teams & the barter deals with magazines and media agencies.

#### 05/2014 - 12/2014 **CODIREP SARL, Beirut, Lebanon: Pharmaceutical Representative**

- Promoted, sold and secured orders from existing and prospective customers.
- Made in-person visits or telephone sales calls and presentations to existing and prospective customers.
- Supplied management-written reports on customer needs, interests, problems and competitive activities.

#### 09/2013 - 04/2014 **Eid & Chalhoub SAL, Beirut, Lebanon: Assistant Manager**

- Motivated the sales team to achieve targets.
- Provided monthly reports on product velocity directly to the mother companies.
- Implemented and created the looks of the stores as per the brands' calendars (sales, promotion, new launches).
- Organized two main warehouse sales for major European brands.

#### 07/2012 - 08/2012 **Adrenalin Communications, Beirut, Lebanon: Internship, Client Service Department**

- Assisted the Senior Account Executive with the marketing strategies and creative proposals for several brands.
- Assisted the strategic planning department in conducting a series of strategic research surveys on the market.

### CHARITY AND SOCIAL COMMITMENT

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- Member of the Order of Malta Lebanon.
  - Taught high school students History and French lessons.

### SPECIAL SKILLS

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- French (native), Arabic (native), English (fluent) Spanish (Intermediate) / Microsoft Office, SPSS, Photoshop.