

# Kelly G. Mokbel

**Birth Date:** 09-Apr-1994  
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## EDUCATION

**Masters in Management**, Saint Joseph University (USJ) **2015-2017**  
**Bachelor in Business and Management**, Saint Joseph University (USJ) **2012-2015**

## WORK EXPERIENCE

**Malia Group – Lebanon**



**Oct.2016 – Present**

### Accountant

**Malia Trust (2019 – Present)**



- Makes sure that every document received is in compliance with VAT, finance regulation & ISO departmental procedure.
- Enters, daily, the currencies rate on system.
- Reconciles bank accounts, on monthly basis, and report discrepancies to direct supervisor, follow up on any pending issue.
- Performs necessary reconciliations (transitory accounts, suppliers SOA,) and report discrepancies to direct supervisor.
- Files all vouchers by serial number.
- Prepares maturity list weekly, after checking prepayment reports.
- Prepares documents requested by External Auditors timely and ensure accuracy of information.
- Keeps financial information confidential.
- Replaces other accountant, as assigned by Senior Accountant, in case of absence.
- Performs data entry of financial documents: Account Payable standard Invoices, Prepayments, Debit/Credit Memos, Payments ( Checks, Wire)/Account Receivable, miscellaneous receipts/Fixed assets

### Product Manager – Trade Marketing

**Iraq Market - Brands: Redbull, Masterchips, Cosmaline (2018 – 2019)**



- Ensures proper product/brand positioning among competitors, while elaborating/implementing creative strategic plans to achieve set targets.
- Assists in the development of mid and long term marketing strategies for the company brands/products Develops and implement new products' pre- and post- launching plans (price positioning, target, launching events & initiatives development...)
- Provides recommendations on promotional plans to the marketing manager, come up with creative ideas to deplete slow moving items
- Follows-up on the implementation of all marketing initiatives
- Conducts market visits when needed; ensure that marketing initiatives are properly implemented and that brand penetration/visibility is in accordance with set strategy
- Keeps the management proactively informed with respect to competition market situation
- Trains & coaches the sales team staff on product portfolio, principal culture, marketing strategies & initiatives to achieve set objectives
- Takes responsibility of Net Sales, Gross-margin, Receivables and stocks ratio on monthly basis, and suggests corrective measures accordingly to increase sales/efficiency to route to market and decrease cost (unnecessary bonuses/discounts.)
- Assist the marketing & business managers in the monthly stock/order management and processing
- Supports the marketing manager in submitting monthly executive reports
- Supports the marketing manager in submitting annual departmental Business Plan
- Participates in the development of the unit procedures

## Data Analyst – Trade Marketing, Iraq Market (2016 – 2018)



**Brands:** Mars, Redbull, Supermax, L'Oreal, Haribo, PVM (Mentos, Chupa Chups, Smint), British American Tobacco, Cosmaline

- Monitors daily the sales activities by checking the system put in place and track achievements vs. targets.
- Develops analytical frameworks and metrics to measure ongoing business performance.
- Submits to the management, daily, weekly and monthly sales and stocks reports while comparing to the forecast and to previous year results for tracking and better market visibility purposes.
- Updates sales, stocks, orders and forecast reports on monthly basis.
- Follows-up with principal sales activity, while highlighting source of underachievement or missing opportunities.
- Presents marketing achievements on monthly basis (Sales vs Forecast, per region/channel/client, Receivables status...)
- Prepares the previous year sales history categorized by SKU, region and channel and shares with the marketing team in order to set the marketing forecast for the coming year.
- Supports the marketing team to understand numbers behind their marketing strategies.
- Updates continuously the tracking sheet of marketing expenses to analyze spending vs set budget.
- Makes sure that all data is posted timely on system.
- Uploads prices and promotions on system periodically, performs necessary amendments when needed and notifies/coordinates with IT department ensuring that complete prices/promotions definition are updated on system.
- Follows-up on weekly basis with the sales team on the market regarding reconciliation of statement of accounts, rebates, dues collection.
- Prepares reviews and updates credit limit file according to the receivables file.
- Follows-up on the sales' incentives.
- Recommends to Marketing team any missing opportunities observed in the prepared reports.

## Smarke (Short Term Contract), Lebanon



Oct.2015 – Mar.2016

**Marketing Coordinator** - for a new innovative product for home automation

- New product Market Study (Real Estate Market, Home Automation Industry, etc.)
- Market Intelligence and competitor's business model
- Competition studies

## Murr Television, Lebanon



2014/2015

**"Dancing with the Stars" Celebrities & Public Relations Coordinator (Short Term Contract)**

Mar. 2015 – May.2015

- Program administration, Fitting coordination, Rehearsals management

**Public Relations Coordinator (Freelance)**

Jan. 2014 – Dec.2015

- For programs such as Hayda Haki, Talk of the Town, Layle Jnoun

## Mercedes Benz – T.Gargour & Fils (Internship), Lebanon



T. GARGOUR & FILS S.A.L.

Jul.2014 - Sep.2014

**Human Resources Department**

- Time Attendance/Absence - Workforce System administration and recruitment administration
- Employment Certificates and Insurance administration

**Marketing Department**

- Credit Card Design campaign with Bank Audi and market survey
- Monthly results v/s competition sales

## SKILLS

**Technical:** Microsoft Office (Word, Excel, PowerPoint)

**Languages:** Fluent in Arabic, English and French

## HOBBIES & INTERESTS

- Music, Dancing, Sports
- Active member of "LiveLoveBeirut" NGO.

## REFERENCES

Available upon request