

Souraya El Khoury

Beirut - Lebanon ■ (00961) 79 167 135 ■ souraya.elkhoury@gmail.com

PERSONAL INFORMATION

- Date of Birth: 15 March 1978
- Nationality: Lebanese
- Residence: Lebanon
- Marital Status: Single
- Languages: **English, Arabic and French**



EXPERIENCE

Senior Marketing & Events Executive, Qatar Navigation (Milaha), Qatar June 2012 – February 2019

- Planned and managed events, including events coordination and communication, sponsorships, exhibitions, signing ceremonies, joint ventures and products launching. These include: local, regional and international conferences, exhibitions and social functions to help expand Milaha brand name globally.
- Handled event logistics, publicity, public relations, advertising and collateral material design, production and distribution of all company internal and external events.
- Set annual marketing plans/materials, coordinated with relevant contractors and promoted events through marketing campaigns, social media and the corporate website for enhancing competitiveness and increasing profitability.
- Analyzed and executed the rebranding and transformation of the company brand from Qatar Navigation to Milaha.
- Conducted the onboarding session to new joiners, introducing them to Milaha brand.
- Liaising and building relationships with clients and media sales companies for brand development and visibility.
- Received recognition from company management and board of directors for outstanding planning, organization and contribution.
- Proved high negotiation skills with vendors and clients contacts to ensure lowest cost and highest quality of service, which saved the company thousands of dollars in marketing and event planning.
- Represented the company at relevant events involving external participants, e.g. Delegations, VIP visitors, guests, conferences, exhibitions.
- Prepared Media monitoring and Media mentions reports, along with departmental KPIs.

Events Managed:

- SeaTrade Middle East & Indian Subcontinent, October November 2012 (Dubai)
- SeaTrade Middle East & Indian Subcontinent Awards, October 2013 & 2015 (Dubai)
- GCC Quality Conference, 2013, 2014 (Qatar)
- Annual General Assembly, March 2013, 2014, 2015, 2016 & 2017 (Qatar)
- Trans 4 event, November 2013 (Qatar)
- Qatar National Sports Day, February 2013, 2014, 2015, 2016 & 2017 (Qatar)
- Qatar Career Fair, April 2013 (Qatar)
- World Chamber Congress, April 2013 (Qatar)
- Dimdex 2014, 2016 & 2018 (Qatar)
- Shaddad vessel launching, May 2014 (Qatar)
- Trans 10 Middle East Exhibition & Conference, May 2014 (Dubai)
- Seatrade Middle East Maritime exhibition, October 2014 (Dubai)
- The Maritime Standard Awards, October 2014 & 2015 (Dubai)
- The Cargo Mena Show, March 2015 (Dubai)

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- 11 Trans Middle East Doha, May 2015 (Qatar)
- Made in Qatar, May 2015 (Qatar)
- 5th Qatar Transport Conference, September 2015
- Qatar International Boat Show, November 2015 (Qatar)
- Seatrade Offshore Marine & Workboats exhibition, October 2015 (Abu Dhabi)
- Milaha and Mwani signing ceremony, November 2016 (Qatar)
- Qatar Transport Safety Forum, October 2016 (Qatar)
- The Maritime standards, October 2016 (Dubai)
- Seatrade Maritime Awards & Exhibition, October 2016 (Dubai)
- OSEA, November 2016, Singapore
- Qatar National day, December 2016, 2017 & 2018 (Qatar)

Senior Flight Stewardess, Emirates Airlines, Dubai, UAE April 2004 – May 2012

Emirates has evolved into a globally influential travel and tourism conglomerate known the world over for commitment to the highest standards of quality in every aspect of business. Wholly owned by the Government of Dubai, Emirates has grown in scale and stature not through protectionism but through competition—competition with the ever-growing number of international carriers that take advantage of Dubai's open-skies policy.

Achievements:

- Recognized for establishing a high reputation for the company by providing quality and professional services to the customers as well as promoting the company products to achieve their targets.
- Followed up on customer complaints with the management and corrected shortfalls in the service and with her team whenever required.

Key Responsibilities:

- Shouldered the responsibility as a Team Leader for a team of multinational cabin crew, delegated tasks and guided/distributed duties ensuring that the best service is delivered.
- Associated closely with leading, facilitating and managing all resources (time, product and people) to deliver better customer service that meet and exceed customer expectations.
- Engaged in the briefing, managing the team and supervising and communicating to crew about all the updates and changes to procedures from the management to aid corrective actions.
- Effectively managed crew performance and given appropriate feedback identifying crew strength and areas for development to enrich their competencies for achieving business goals.
- Handled conflicts among crew and dealt directly with customers' problems and complaints.
- Ensured complete observance of protocol for the VIP / CIP traveling.

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- Actively involved in planning, organizing, coordinating, promoting, and facilitating the company's requests.
- Responsible to identify, develop and direct the implementation of business strategy in line with the Corporate Global Strategy.
- Developed plan to ensure VIP customers were dealt with maximum care and affection and privatizing their requirements as per the guidelines framed by the company.

City Ledger Executive, Hotel Sofitel Le Gabriel, Lebanon March 2002 - March 2004

Key Responsibilities:

- Prepared all ledger folios, general vouchers, bank and credit card reconciliation and control on hotel transactions
- Implemented collection & follow up procedures, closing and post closing guest's accounts in addition to closing all daily operation accounts & revenues
- Handled accounting tasks that included posting JVs, income auditing, cashiering, CNSS, etc.

EDUCATION

American University of Atlanta, Dubai, United Arab Emirates July 2011

Bachelor's degree in Business Marketing

Pigier Supec, Lebanon

June 2003

Diploma in Accounting and Finance

Hobbies:

Reading, Sports in general and traveling

All Supportive documents are available upon request.