



Phone number
+961 71 868332

E-mail
marilynehelou@gmail.com

Date of birth
March 30, 1994

Address
Shaile, Kesserwan, Lebanon

Spoken languages
Arabic | Native
English | Fluent
French | Very good



Former Scout member for
15 consecutive years.

MARILYNE HELOU

EDUCATION

2012 – 2016 <i>Graduated</i>	Notre Dame University – Louaize <i>Zouk Mosbeh, Lebanon</i>	Bachelor of BA in Marketing <i>NECHE accredited</i>
1997 – 2012 <i>Graduated</i>	Collège Notre Dame de Louaize <i>Zouk Mosbeh, Lebanon</i>	Lebanese Baccalaureate II <i>Economics and Sociology</i>

WORK EXPERIENCE

Jun 2018 - present	Samsung Lebanon CTC <i>Dbayeh, Lebanon</i> www.samsungctc.com	Marketing Executive
Conduct market research and analysis to evaluate trends, brand awareness and competition. Collaborate with managers in preparing budgets and monitoring expenses. Monitor progress of campaigns using various metrics and submit reports of performance.		
Feb 2017 – Jun 2018	Samsung Lebanon CTC <i>Dbayeh, Lebanon</i> www.samsungctc.com	Marketing Coordinator
Develop efficient and intuitive marketing strategies. Organize advertising/communication campaigns, mall activations, launching events and trainings. Keep promotional materials ready by briefing the advertising agency. Report the executed activities to the regional headquarters.		
Feb 2016 – Feb 2017	Select Agency <i>Ashrafieh, Lebanon</i> www.select-agency.com	Team chief/Hostess
Cheerfully greet incoming and departing guests with a genuine smile and eye contact. Escort them to assigned dining area. Efficiently distribute the hostesses to the floor. Handle clients amicably and with understanding whether they have reservation or not. Share an updated detailed final list with the clients of confirmed attendees. Clients I served at Select agency: Scuderia Ferrari, Rolex, Mont Blanc, Banque du Liban, SGBL, Blom Bank, Sami Gemayel, Bassel Franjeh, Diageo, Pepsico, Level.		
Aug 2015 - Sep 2015	Abi Ramia Bros <i>Adonis, Lebanon</i> www.abiramiabros.com	Marketing Coordinator <i>Internship</i>
Prepare marketing plans for new products respecting the budget given. Communicate with sponsors. Update the outlets with any modifications concerning the prices and barcodes. Handle logistics of events.		

AWARDS

- Hold a certificate in Digital Marketing from Google, accredited by IAB Europe and The Open University.**
- Hold a certificate of ISO 9001:2015 training.**
- Awarded Employee of the Month in June 2016 at Select Agency.**