

Vanessa Antoun

Beirut, Lebanon . Contact: 0096181260668 . Email: vanessaantoun@gmail.com . Nationality: Lebanese, Canadian

Looking for a position where I can bring added value in business development , team management and make use of my expertise in target achievement, strategic and market planning, team development, and customer focused programs.

- June 19 - Current**
- Product Manager Beauty - HICART - Beirut, Lebanon***
- Developing and executing a yearly strategy for the Beauty Category.
 - Establishing and maintaining the relationship with existing and potential ecommerce accounts.
 - Setting and achieving sales and profit targets per brand.
 - Growing the category through securing new accounts and marketing campaigns.
 - Ensuring stock levels are updated at all times.
 - Working on UX/UI ideas , product variety and image on the platform.
 - Assessing the market, competition, shopper trend and behaviors and set new strategies accordingly.
- Jan 18 - Aug 18**
- Venture Strategy Associate - UK LEBANON TECH HUB - Beirut Digital District, Lebanon***
- Worked on the business development of local startups to launch within the region.
 - Set Marketing and Go To Market strategies for each startup.
 - Developed market research and competitive intelligence analysis for each startup and its relative industry/region.
 - Worked closely with the Technical and Design department to ensure the development of a strong market value proposition.
 - Developed profitable and efficient financial and operational plans for each startup.
- June 15 - Mar 17**
- Retail Operation Manager - PARFUMS CHRISTIAN DIOR ORIENT - Dubai, UAE***
- Managed 24 Beauty Consultants located in top 5 UAE retail stores representing 20% of UAE business.
 - Planned and executed marketing trade calendar to secure the sales target and growth while monitoring yearly budgets.
 - Ensured all brand guidelines, stock levels and merchandising elements are respected at all times.
 - Analyzed monthly data on Dior, market, and competition with the implementation of corrective actions.
 - Recruited and evaluated Beauty Consultants' performance.
 - Coached and motivated the team on new launches, selling techniques, and brand objectives.
 - Set on counter objectives and action plans to ensure the best customer service.
 - **Main Achievements:**
 - Implemented "Addict to Retail" internal program to empower counter managers and enhance team performance.
 - Ranked number 1 in the market and gained market share by +2% across all brand categories.
- Nov 12 - June 15**
- Senior Commercial Executive - PARFUMS CHRISTIAN DIOR ORIENT - Dubai, UAE***
- Handled 6 countries from the region's scope including: Oman, Lebanon, India, and Cyprus.
 - Managed all levels of Sell In and Sell Out with agent and retailers.
 - Set and monitored yearly budgets to secure brand growth and market share.
 - Negotiated with agents and retailers on margins, trade plans, in store locations/openings, and investments.
 - Monitored and adjusted agents and retailers' stock to ensure healthy stock levels.
 - Evaluated brand strategies in markets through Profit and Loss assessments with Finance team.
 - Worked closely with all PCDO teams and agents on trade plans, brand guidelines, yearly strategies, sales teams, trainings, and new store openings.
 - **Main Achievements:**
 - Enhanced all stock levels across markets achieving healthy stock, forecasting system and reducing sleeping stock.
 - Achieved number 1 ranking in Cyprus market across all retailers during the country's financial crisis.
 - Reviewed brand distribution in markets to enhance profitability
- May 11 - Nov 12**
- Account Executive - TRANSMED OVERSEAS - Dubai, UAE***
- Handled the company's food brand portfolio across Carrefour shops in the UAE such as Pringles, President, McCain.
 - Focused highly on target achievement and trade plan execution for all brands.
 - Negotiated and developed strategies with retailers for new brands to enter the UAE market.
 - Managed full year trade plan and promotions on all food portfolio with the retailer, brand and sales team.
 - Worked closely with retailers to ensure the best shelf shares, planograms, and brand visibility at all times.
 - Developed Catman projects to introduce new brands to the market with successful shelf shares.
 - Worked on maximizing sales through analyzing shopper behavior and brand visibility.

Education

- **Bachelor of Science:** Business with Marketing emphasis, 2010 **American University of Beirut** - Beirut, Lebanon

Skills

- **Arabic (native), English (fluent), French (intermediate in speaking and reading).**
- MS Excel, Word, Powerpoint, Presentation and Communication Skills.

Interests

- Yoga instructor and practitioner, meditation, reading, traveling, playing the drums.
- Member of **Sofar Sounds Beirut**
- Member of **Beirut Yoga Festival**