

# RANDA MESELMANI

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Lebanese - Russian

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## OCT 2016 – PRESENT

### MARKETING & COMMUNICATION SPECIALIST, HADDAD TRADING COMPANY – Ellina Lingerie

- Planning and managing events and exhibitions
- Handling the communication with suppliers, distributors, customers, advertising agencies, PR agencies, graphic designers, web developers and printers
- Managing all marketing materials online and offline (brochures, catalogues, posters, packaging boxes, bags, website banners, billboards & online ads)
- Full photo shoot preparations for the campaigns and follow up on set
- Updating website and YouTube content & managing the social media platform by arranging monthly posting & budgeting plan, and performing insight analysis
- Running Social Media Ads, Google Ads, e-mail marketing, improving SEO and SEM
- Handling the E-commerce platform
- Evaluate KPI's and arranging customized promotional setup accordingly
- Study customers' habits and behavior online and offline to ensure their satisfaction
- Re-branding strategy and implementation

## SEP 2015 – AUGUST 2016

### ASSISTANT STORE MANAGER, UPIM

- Adding new opening and closing procedures to ensure floor readiness.
- Implementing daily morning quick short training and motivating meetings.
- Analyzing sales figures and forecasting future sales volumes to maximize profits.
- Responding to customer complaints and comments to attain their satisfaction.
- Proposing and implementing promotions and special offers.
- Providing monthly SWOT analysis and weekly best-selling report to brand manager
- Providing Innovated the stock structure, organization and division.
- Arranging balanced weekly schedule according to shop and team needs

## AUGUST 2014 – AUGUST 2015

### SUPERVISOR IN CHARGE, BONJA

- Ensure proper implementation of safety and security procedures
- Maintain quality goldsmiths and watchmaker's repairs.
- Responsible for merchandising and display
- Managing the daily operations and activities of the store
- Achieving highest sales records among other branches
- Controlling inventory, recollecting cash with sales receipts.
- Ensuring customer service excellence and developing customers retaining program.

APRIL 2012 – MARCH 2014

**ASSISTANT STORE MANAGER, AZADEA “ZARA”**

- Manage the schedule (align working hours according to the sales)
- Manage the shipment receiving process and inventory process
- Supervising the stock organization & distribution
- In charge with the shop coordinator of creating attractive visual displays
- Training and motivating the employees
- Resolving conflict and seek common ground in order to achieve best outcomes
- Supervise, monitor and follow up on policies to ensure operational excellence
- Moving products between branches according to the figures and commercial sense of the market for higher turnover
- Prepare presentation for brand management team with regard to the performance
- Communicating with the supplier on weekly basis to inbound of quality stock • Supervise daily floor readiness and commerciality for the customers
- Leading the regional brand manager team visits.
- Shop opening-closing procedures, exchange & refund using POS system

JUNE 2011 – APRIL 2012

**SALES ASSOCIATE/ CASHIER, AL-SHAEA “H&M”**

- Sales associate / Cashier / In- training visual merchandiser

## EDUCATION

**Business Marketing Bachelor’s Degree** LEBANESE UNIVERSITY

**Professional Digital Marketing Associate Diploma**, Lebanese American University (LAU)

**Social Media Marketing Certificate**, LEBANESE TRAINING CENTER (LTS)

**Exceptional Customer Service Training**, FASHION EMPIRE

**Selling Techniques Training**, MANAGEMENT MIX GROUP

**Product Knowledge – Exceptional Customers Service - PMS Effective Communication Trainings** AZADEA GROUP

## SKILLS

- Languages: English, Arabic, Russian
- Microsoft Office package
- Team leadership
- Presentation & public speaking skills
- Retail marketing & advertising
- Building relations and communication
- Digital marketing
- Project management
- Exceptional customer service