

Sara M. Beydoun

Ashrafieh, Beirut, Lebanon

Tel: (00961) 71 399 599

Email: sarabeydoun25@gmail.com

Work Experience

America Medic and Science, Beirut, Lebanon

Jan 2019 – Oct 2019

Marketing and Events Executive

- Planned exhibitions and conferences (Arab Health - Dubai / Dubai Derma - Dubai / Eshre - Vienna / MEFS)
- Enhanced the event's success by implementing new ideas and designs
- Prepared events budgets and ensured adherence and actual versus budget analysis
- Responsible of all social media platforms (Objectives KPIs, Personas, the awareness and considerations Campaign Strategy of the target market, channels, audience, the topic with the mood board, and the content calendar, with a detailed report at the end of each month)

Freelance Projects, Lebanon

Jul 2018 – Till Present

- MindSet – Leading Food and Beverage Company in Lebanon – PR and Events Manager
- Smallville Hotel – PR of new restaurant in the Hotel
- Beirut News Center – News Agency – Social Media Executive and MICE Coordinator
- Other small projects in Marketing and Events

CosmoCity, Beirut, Lebanon

May 2015 – Jun 2018

Events Manager

- Planned event from start to finish according to requirements, target audience and objectives
- Enhanced the event's success by implementing new ideas
- Prepared events budgets and ensured adherence and actual versus budget analysis
- Sourced and negotiated with vendors and suppliers
- Coordinated all operations with all third parties (event coordinators, caterers, suppliers etc.)
- Lead promotional activities for the event
- Ensured the event is completed smoothly and stepped up to resolve any problems that might occur

Sara's Kitchen, Beirut, Lebanon

Dec 2013 – Jun 2017

Owner/Purchase Manager

Kids Planet, Beirut, Lebanon

Feb 2014 – Dec 2014

Operations Assistant Manager

- Oversee and coordinate the work and the behavior of all the staff
- Ensure all customers' needs are being acknowledgeable and attended in an efficient and friendly manner
- Take corrective actions toward staff when standards are not met or when there is a breach in the application of Kids Planet procedures
- Organize and develop careful trainings and coaching for all floor staff in a way to develop productive and customer-service-oriented employees

- Make sure cash drawers balance at the end of the shift, control the float and proceed with the cash/Cheques/Credit Cards/Vouchers/etc. as per company's policies
- Prepare employees schedules, shifts, days off, and annual leaves
- Create and suggest local marketing plan for the outlet in order to increase sales.
- Create and suggest special events to promote the outlet
- Create and organize birthdays & special events i.e.: summer camps, specialized classes and activities

Beach Cove Resort, Myrtle Beach, South Carolina, USA

May 2012 – Sep 2012

Activities and events coordinator with the American Hospitality Academy:

- Maintained acceptable and accurate weekly inventory level
- Prepared, examined, and analyzed daily accounting records
- Cross-exposure to front desk
- Online courses and certificate appreciation with AHA

Stove, Lebanon

Jan 2009 – Jun 2009

- Supervised and coordinated activities of dining-room employees
- Adjusted complaints regarding food or service

Hotel Alexandre, Beirut, Lebanon

May 2010 – Sep 2010

- Received reservations for accommodation from clients
- Took guests' details and allocate their rooms
- Calculated guests' bills and issue receipts upon payment

Skills

- Organized many conferences with JAD and CCCL
- Organized numerous camps and trips with Scout du Liban
- Part of the HTEC (Hospitality, Tourism, and Events Club) Alumni committee at NDU
- 11 certificates from the American Hospitality Academy (guest service, marketing plans, staff training...)
- Negotiation certificate from SMARTMAN
- Excellent sales and negotiation skills
- Fluent in English, French, Arabic, and Armenian
- Experienced in Managerial Accounting Software's related to Databases and in Microsoft Office: MS Word, MS Excel, MS PowerPoint, and MS Access

Academic Background

2017 – 2018	Ecole Supérieur des Affaires – Certificate in Digital Marketing
2010 – 2013	Notre Dame University – Bachelor of Hospitality and Events Management
2007 – 2010	City International School, Beirut
1994 – 2007	Notre Dame De Nazareth, Beirut