



# Karen EL ACHI

Marketing Communications Executive

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## Experience

01/2015 – 12/2019

**BIFEM PARALU S.A.R.L. - Aluminum & Glass Contractors - Beirut, Lebanon**

### Marketing Communications Executive

- Set up and implement marketing and communication strategies in Lebanon, Dubai, Nigeria and Cyprus
- Handle the promotion and sales of the prestigious product Panoramah!
- Plan and create the design of the catalogs and technical brochures
- Rebranding the company logo, stationary, portfolio and website including market research and competitors comparison
- Maintain the database of customers, manage market research and update competitors' calendars
- Tenders follow-up during estimation and after submission till contract signature
- Estimate and procure the most competitive marketing tools, gifts, printing press, etc..
- Supervise advertising in Architecture and Design magazines and agendas
- Launch and follow up social media pages: Facebook, LinkedIn and Instagram
- Manage, supervise and participate in several well known local and international fairs: Project Lebanon, Archmarathon, Art of Living, Big5 Dubai, Constructions Cyprus
- Track, analyze and report the success of the exhibitions

BIFEM PARALU

### ISO Quality Management Representative

- Ensuring that processes needed for the quality management system are established, implemented and maintained
- Reporting to top management on the performance of the quality management system and any need for improvement.
- Ensuring the promotion of awareness of customer requirements throughout the organization

03/2014 - 06/2014

**INCOMA - Holdal, Abou Adal Group - Beirut, Lebanon**

### Internship: R&D Department

- Formulate and elaborate new Antiperspirant Creams
- Select and acquire the raw materials and the active ingredients
- Establish the manufacturing process
- Analyze and study the stability of the finished product



07/2012

### Internship: Quality Control Department

- Perform pH, viscosity and microbiology tests for Palmolive and Soupline
- Conduct Chlorometric dosage for several bleaching products

06/2010 - Present

**SELECT Hostessing Agency - Part Time Job - Beirut, Lebanon**

### Event Coordinator Chief and Team Leader

- Manage wedding reservations by phone and email, handle invoices and payments
- Supervise events and lead the hostesses



## Education

2009 - 2014

Industrial Technology Masters & Bachelor of Sciences in Chemistry



**Saint-Joseph University (USJ) - Faculty of Science (FS) - Beirut, Lebanon**

1994 - 2009

Lebanese Scientific Baccalaureate in Life Science



**Collège des Frères Maristes Champville - Beirut, Lebanon**



## Software

- Microsoft Office
- Photoshop
- Macintosh User
- Adobe Illustrator
- SPSS & Stat Graphics



## Languages

- **Arabic:** Fluently Spoken, Read and Written
- **English:** Fluently Spoken, Read and Written
- **French:** Fluently Spoken, Read and Written



## Interests

Reading, Travelling, Skiing, Swimming