

Ghina Salem

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OBJECTIVE STATEMENT

I hold a bachelor's degree in marketing. Alongside my education, I have occupied a number of employment roles and was exposed to the work environment across various sectors. At a young age I have demonstrated leadership, responsibility, and ability to adapt as part of multi-disciplinary teams. I bring a long a strong drive for success and achievement and I look forward to apply my skills and expertise in a business administration role.

EDUCATION

- **American University of Science and Technology(AUST) – (Beirut, Lebanon)**
Bachelor's Degree in Business Administration – Marketing (Sep 2009 – March 2013)
- **Al Makassed High School - Khaled Bin Al Walid (Beirut, Lebanon)**
Baccalaureate Degree in Sociology and Economics (Sep 1996 – Jun 2009)
- **PCM in progress.**

PROFESSIONAL EXPERIENCE

- **BankMed-(Beirut, Lebanon)**
Teller (June 2013- due date): processing customer transactions; responsible for researching customers' account information and providing answers to their questions; provide customers with the bank's latest offers to reach a specific target assigned
Acting head teller : Oversees tellers performing routine financial transactions. Assists tellers with more complex tasks and schedules the work flow. Responsible for managing and balancing cash draw.
- **BLOM BANK- (Beirut, Lebanon)**
Trainee (March 2013- June 2013): housing loan department; follow up on customers providing them with the right procedures to proceed in their loan applications
- **CREPAWAY – (Beirut, Lebanon)**
Waitress (Feb 2011- Feb 2013): implemented enhancements to lounge décor maximizing the number of patrons in the floor area; participated in caterings leading to a rise in the revenues.
- **ABC DEPARTMENT – (Beirut, Lebanon)**
Cashier (Oct 2010- Jan 2011) : Responsible for coordinating and communicating directly with customers; managing cash drawer was fully utilized to provide a perfect shopping experience to the customers.

Projects accomplished:

A project was assigned in the marketing research course that was about the new offerings of chateau Kefraya Blanc 2011 and chateau Kefraya rose 2011. The marketing variables, market place and chateau Kefraya were visited by a class trip. After conducting the research; as a conclusion, respondents and customers showed an increased interest in gaining new knowledge about wine and in seeing promotions and ads. This trip was very interesting as it added to my knowledge about the market place; it also motivated me to work harder as my team and I were qualified to conduct a presentation for the brand manager and other executives at Kefraya's head office.

Languages: Fluent in English and Arabic; intermediate in French

Computer Skills: Microsoft Office, Internet Research , POS