

Joanne Habchi

Zouk Mickael- Lebanon

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OBJECTIVE: Secure a challenging and responsible career path in a progressive institution that will allow me to put in practice all my learning and explore my core competencies.

EDUCATION

Notre Dame University (NDU) Louaize, Lebanon September 2014-December 2017

- Bachelor of Advertising and Marketing.

College Saint Joseph Antoura, Lebanon October 1999 - June 2014

- Economical sciences.

EXPERIENCE

Silver Bullet Zouk Mosbeh, Lebanon February 2019- Current

Product/Service Management

- Studied product/service.
- Defined sales action plan.
- Defined and revised sales forecasts.
- Gathered and updated data.
- Coordinated and corresponded with suppliers.
- Organized client's orders and followed up with them.

Sales and Marketing Activities

- Built and presented daily and weekly sales reports to executive management.
- Ensured high level customer satisfaction and excellent sales service.
- Assessed customers' needs and provided assistance and information on product features.
- Met monthly sales targets.
- Stayed up to date with everything related to the product, industry and market.
- Stayed up to date with all trends.
- Built a strong understanding of the product's competitive landscape.
- Identified potential synergies to cross sell products.
- Teamed up with co-workers to achieve better results and avoid duplications.
- Built trust relationships with suppliers and customers.
- Suggested ways to improve sales.
- Attended all trainings and seminars proposed by the management team.

Team Management

- Provided relevant training to the staff and/or clients if needed.
- Supervised sales associates' image/appearance.
- Attended regular staff meetings.
- Maintained a proper and professional relationship with the colleagues and clients.
- Represented Silver Bullet in the best possible way and reflected the professional and organized image Silver Bullet was trying to maintain.

Blossom Concept Line

Zalka, Lebanon

octobe 2016- May 2019

Event Planner/ Coordinator

- Directed the planning, budgeting, onsite supervision and execution of weddings and events.
- Managed Social Media Marketing.
- Performed as the primary contact person for attendees, vendors and other people involved in the event.
- Kept good relations with guests, suppliers and other experts related to the field.
- Arranged meetings between clients and potential sponsors for their events
- Presented proposed plans, budget and updates to supervisors.
- Handled visual inspection of proposed venues.
- Negotiated better rates and deals for clients.
- Controlled production and distribution of invitations to all events.
- Coordinated with finance office regarding events' expenditures.

Group Plus Media

Corniche El Naher, Lebanon

June 2016

Intern

- **Marketing department:** Assisted Marketing Manager in executing advertising campaigns to optimize brand awareness on different platforms whether offline or online.
- **Media Sales department:** Assisted Sales Manager in the process of Media Reservations and participating in closing sales deal with clients (agencies and direct clients.)

SKILLS & INTERESTS

- Microsoft Office (Word, Excel, and PowerPoint) + Adobe (Photoshop, Premiere, After Effects)
- Fluent in Arabic, English, and French.