

## Education

### LaSalle College

Fashion Marketing

May 2017

Montreal, Canada

## Professional experience

### Edward Arsouni

[www.edwardarsouni.me](http://www.edwardarsouni.me)

Beirut, Lebanon

2018- present

### Marketing and Wholesale manager

International market research and sales

Wholesale account managing

Preparing invoices and following up on payments

Negotiating and closing deals with suppliers

Production supervising

Handling customer queries and complaints

Problem solving and reputation management

Handling Facebook and Instagram pages

Organizing trunk shows and showrooms

Preparing look books, line sheets and pricelists

### Rayane Bacha

[www.rayanebacha.com](http://www.rayanebacha.com)

Beirut, Lebanon

2018

### Marketing and Public Relations Internship

Planning monthly social media calendar

Facebook and Instagram content creating

Market research (events, showrooms, photographers)

Negotiating with influencers for Instagram posts

Creating mood boards for photoshoots

Handling customer queries

### Galleria Della Sposa

[www.galleriadellasposa.ca](http://www.galleriadellasposa.ca)

Montreal, Quebec, Canada

2017

### Fashion Marketing Internship

Planning monthly social media calendar

Instagram and Facebook content creating

Redesigning the website in collaboration with a graphic designer

Customer service

In-store sales

### TJX Companies, Winners

[www.winners.ca](http://www.winners.ca)

Montreal, Quebec, Canada

2016

### Sales & Visual merchandising Internship

Handling customer queries

Ensuring high level of customer service

Maintain stock and presentation of the assigned areas

Creating attractive visual displays in stores

Enhance the aesthetics of counters, walkways and displays

**Medical Spa Pari**

www.medicalspapari.com  
Montreal, Quebec, Canada  
2015

**Aesthetician**

Provide waxing and laser hair removal services  
Provide nail care and facial treatments  
Carefully examine customers' skin and suggest treatments and products  
Ensure high level of customer service and satisfaction

**Fingertips Nail Bar**

www.instagram.com/findgertipsnailbar  
Beirut, Lebanon  
2010 - 2014

**Co-Founder/Aesthetician**

Provide nail care and facial treatments  
Scheduling appointments  
Examining customers' skin and suggest treatments and products  
Ensure high level of customer services  
Maintaining excellent customer relationship with existing clients

**Certificates**

**Ideation**, LaSalle College

**Make-up application**, Kstars International

**Nail care specialist**, Nail Care International

**Skills and Languages**

**Microsoft office** (Word, Excel, PowerPoint)

**English, Armenian, Arabic, French**

**Hobbies**

Web surfing, reading