

Gretta CHALHOUB

Curious for research and development, open minded, able to work in a team but at the same time autonomous, caring about detail with a strong sense of responsibility.



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Technical Competencies

SharePoint	Microsoft Excel
Microsoft Word	Power Point
Adobe Illustrator	Adobe Photoshop

Trainings & Certifications

- Certification in Business Etiquette, 2019, **ABC s.a.l**
- Certification in Train The Trainer, 2019, **ABC s.a.l**
- Certification in Time Management, 2019, **ABC s.a.l**
- IELTS Academic Certificate Level C1, 2018, **British Council Lebanon**
- DELF Level B2, 2018, **Campus France Lebanon**
- Certificate in Supervisory Skills, 2017, **Phi Management Enterprise**
- Certificate in Coaching and Feedback, 2017, **Phi Management Enterprise**
- Certificate in Business Acumen, 2017, **Phi Management Enterprise**
- Certificate in Connect in Business, 2017, **Phi Management Enterprise**
- Certificate in Presentation Skills, 2017, **Phi Management Enterprise**
- Certification in Selling Techniques, 2014, **ABC s.a.l**
- Certification in Effective Communication, 2015, **ABC s.a.l**
- Certification in Customer Service, 2016, **ABC s.a.l**
- Lebanese Red Cross Rescuer, 2014-2015, **Gemmayze Branch**

Languages

- | | |
|-----------|----------------|
| ▪ French | Intermediate |
| ▪ English | Intermediate |
| ▪ Arabic | Native Speaker |
| ▪ Spanish | Beginner |

Skills

- Presentation skills
- Strong interpersonal skills
- Strong organizational skills

Professional Experience

July 2019 – to present date

Mansourieh, Lebanon

Brand Marketing Specialist

Menagate

- Promoted brands and products to specifiers throughout the MENA region
- Responded to incoming requests via email and website inquiries and handled cold calls
- Used project database and product knowledge to convince clients
- Created and enhanced agency and partner relationships
- Coordinated & managed content management and information shared with clients and suppliers
- Identified brand-building areas
- Provided design and direction for visual communications media for the company such as newsletters, corporate portfolio and presentations
- Assisted in the development of uniform graphic standards and visual brand strategies
- Brainstormed and developed ideas for creative marketing campaigns

April 2018 - November 2019

Achrafieh, Lebanon

Junior Training Specialist

ABC Head office

- Researched & designed soft skills training topics
- Delivered full day training sessions
- Planned and organized the yearly training calendar
- Supported in the training need analysis
- Supported in outsourcing external trainings
- Supported in the yearly budget planning
- Tested the training automation process
- Extracted and audited trainings reports dashboards
- Followed up on logistics bookings, cancellations & F&B orders
- Allocated & scheduled training sessions on the training online platforms
- Coordinated the feedback and suggestions of the departments to matters related to trainings
- Observed and updated new joiner programs, booklets, workbooks, tests and evaluations
- Supported in technical training, buying resources, set up, design and delivery

March 2015 – March 2018

Verdun, Lebanon

Brand Representative - Trainer

ABC Verdun

- Managed a team of sales associates and provided support and development options through the necessary trainings and personalities survey study
- Provided customer service and sales solutions to clients
- Managed brand development and all related requirements including stock management, transfers, sales analysis and suggested options and events for marketing and buyers
- Provided a full brand analysis report to the buyers
- Delivered full training sessions once to twice a month

August 2015 – September 2015

Beib Idriss, Lebanon

Head office internship

Bank Audi

- Conducted market research with the interpretation and analysis of the results obtained
- Concluded the Bank Audi positioning on different levels compared to its competitors

July 2015 – August 2015

Sin el fil, Lebanon

Branch internship

Bank Med

- Observed and practiced various routine transactions in all the available posts inside the branch
 - Promoted and sold new financial and life insurance products
- Honored by Bank Med for the highest sales record during my internship

Education

2016-2018

Achrafieh, Lebanon

Master II in Marketing and Management

Lebanese University, faculty of Economics and Management

2013-2016

Achrafieh, Lebanon

Bachelor degree in Marketing

Lebanese University, faculty of Economics and Management

First in promotion