

TONY KARKAFI

Brand Manager

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Summary

Being an active team member, managing my time efficiently and meeting deadlines. Highly motivated with good analytical, decision-making, and communication skills, with a strong background in customer satisfaction, counselling, consulting, selling and sufficient knowledge in business. I believe that my eager attitude along with my devotion to building my knowledge base and experience will pave the way to an anticipated trajectory to success with my career.

Experience

Assistant Regional Brand Director

Mar 2017 to Present

Korostej LTD – Beirut, Lebanon

- Being part of building Rona Cheese brand in Lebanon.
- Prepare market study for pricing and positioning purposes against competitors.
- Lead the sales team in day to day operation to increase market share.
- Prepare the marketing campaigns in points of sales as lightboxes, gondolas and displays.
- Create and implement marketing strategy using modern marketing tools such as digital marketing.
- Create and implement strategies to increase brand awareness and position in the market.
- Prepare sales reports going through volume and value.
- Responsible for presence of Rona Cheese in the Arab region.
- Prepare pricing for each country, and yearly forecasts.
- Handle local and international clients accounts from A to Z.
- Handle the export operation from the mother factory in Hungary to all the targeted countries.

Export Sales & Marketing Coordinator

May 2015 to Mar 2017

Daher Foods – Master Chips - Lebanon

- Handled international clients accounts, clients sales report and forecasts.
- Prepared price structures, handled credit notes .
- Processed all clients orders to the factory, followed up on raw materials & loading procedures .
- Prepared sales reports & discussed with the management about ways to improve international sales.
- Supported the back office in day to day activity.

Clearing Accountant

Sep 2012 to May 2015

Transmed SAL – Beirut, Lebanon

- Handled clearing vouchers and purchase order invoices (billing, data entry, checking costs).
- Worked on customs DEV's (checked & calculated HS codes).
- Insured orders, handled insurance invoices and prepared payments for insurance companies.
- Prepared customs & port checks for shipping companies.
- Organized monthly statements, follow-up on reconciliations & processed month end payments .

Languages

English French Arabic

Voluntary work

Team Leader

IMAC (International Apostolate Movement For Children)

- Supported and promoted the actions of empowering children without distinction of color, race and religion.
- Organized events to exchange information between children by promoting dialogues between them.
- Supervised team of 50 child where 60% of them are below 12 years old.

Skills

Teamwork - Negotiation - Business Development - CRM - Team Leadership - Marketing Strategy - Time Management - Leadership - Operations Management - Market Research - Coaching - Consulting - Sales Management - Entrepreneurship - Sales Planning - Sales Operations - Customer Satisfaction - Analysis - Team Management - B2B2C - Management - Emotional Intelligence - Decision Making - Prospecting Skills - Independent - Logistics - Complaint Resolution

Education

Bachelor of Science in Finance - with Honor

2012

American University of Science & Technology – Zahle, Lebanon

Reference

Available upon request.